INITIAL STUDY AND NEGATIVE DECLARATION

DIGITAL BILLBOARD
3900 BAYBAR ROAD
PICO RIVERA, CALIFORNIA

LEAD AGENCY:

CITY OF PICO RIVERA
COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT
6615 PASSONS BOULEVARD
PICO RIVERA, CALIFORNIA 90660

REPORT PREPARED BY:

BLODGETT BAYLOSIS ENVIRONMENTAL PLANNING
2211 S. HACIENDA BOULEVARD, SUITE 107
HACIENDA HEIGHTS, CALIFORNIA 91745

JANUARY 9, 2025

PICO 054

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NEGATIVE DECLARATION

PROJECT NAME: Digital Billboard

PROJECT ADDRESS: The project site's address is 3900 Baybar Road, Pico Rivera, California. The project site's current Assessor's Parcel Number (APN) that is assigned to the property is 8125-013-019.

APPLICANT: The project Applicant is Outfront Media.

CITY AND COUNTY: Pico Rivera, Los Angeles County.

DESCRIPTION: The City of Pico Rivera is reviewing an application to construct a new 14 feet by 48 feet LED "V" shaped billboard. Two 14 feet by 48 feet LED display faces would be angled towards each other to be shaped as a "V" to allow visibility to drivers traveling northbound and southbound on the Interstate 605 (I-605). The maximum height of the billboard would be 70 feet tall. The project site recently involved the construction of an industrial warehouse. The ground surfaces are paved with concrete. This newly constructed cross-dock distribution facility includes 61 dock high truck doors as well as 53 on-site trailer and 20 truck tractor parking spaces. The digital billboard would be located approximately 60 feet west of the southwest corner of the warehouse near Baybar Road. The proposed project site's current zoning is *General Industrial (I-G)* and the current General Plan designation is *Industrial (I)*.

EVALUATION FORMAT: The attached initial study is prepared in accordance with the California Environmental Quality Act (CEQA) pursuant to Public Resources Code Section 21000, et seq. and the State CEQA Guidelines (California Code of Regulations Section 15000, et seq.). Specifically, the preparation of the attached Initial Study was guided by Section 15063 of the State CEQA Guidelines. The project was evaluated based on its effect on 21 major categories of environmental factors. Each factor is reviewed by responding to a series of questions regarding the impact of the project on each element of the overall factor. The Initial Study checklist includes a formatted analysis that provides a determination of the effect of the project on the factor and its elements. The effect of the project is categorized into one of the following four categories of possible determinations:

Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less than Significant	No Impact

Substantiation is then provided to justify each determination. One of the four following conclusions is then provided as a summary of the analysis for each of the major environmental factors.

No Impact: No impacts are identified or anticipated, and no mitigation measures are required.

Less than Significant Impact: No significant adverse impacts are identified or anticipated, and no mitigation measures are required.

Less than Significant Impact with Mitigation: Possible significant adverse impacts have been identified or anticipated and mitigation measures are required as a condition of the project's approval to reduce these impacts to a level below significance.

Potentially Significant Impact: Significant adverse impacts have been identified or anticipated. An Environmental Impact Report (EIR) is required to evaluate these impacts.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:

The environmental factors checked below will be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact" as indicated by the checklist in the attached Initial Study.

☐ Aesthetics	☐ Agriculture & Forestry Resources	☐ Air Quality
☐ Biological Resources	☐ Cultural Resources	☐ Energy
☐ Geology & Soils	☐ Greenhouse Gas Emissions	☐ Hazards & Hazardous Materials
☐ Hydrology & Water Quality	☐ Land Use & Planning	☐ Mineral Resources
☐ Noise	☐ Population & Housing	☐ Public Services
☐ Recreation	☐ Transportation & Traffic	☐ Tribal Cultural Resources
☐ Utilities & Service Systems	☐ Wildfire	☐ Mandatory Findings of Significance

DETERMINATION: (To be completed by the Lead Agency) On the basis of this initial evaluation, the following finding is made:

✖	The proposed project *COULD NOT* have a significant effect on the environment, and a *NEGATIVE DECLARATION* shall be prepared.
☐	Although the proposed project could have a significant effect on the environment, there shall not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A *MITIGATED NEGATIVE DECLARATION* shall be prepared.
☐	The proposed project *MAY* have a significant effect on the environment, and an *ENVIRONMENTAL IMPACT REPORT* is required.
☐	The proposed project *MAY* have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An *ENVIRONMENTAL IMPACT REPORT* is required, but it must analyze only the effects that remain to be addressed.
☐	Although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an *earlier EIR or NEGATIVE DECLARATION* pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that *earlier EIR or NEGATIVE DECLARATION,* including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.

Signature _____ Date _____

The project is also described in greater detail in the attached Initial Study.

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APPENDICES (SEPARATE COVER)

APPENDIX A – AIR QUALITY WORKSHEETS

SECTION 1 INTRODUCTION

1.1 PURPOSE OF INITIAL STUDY

The City of Pico Rivera is reviewing an application to construct a new 14 feet by 48 feet LED "V" shaped digital billboard. Two 14 feet by 48 feet LED sign faces would be angled towards each other to be shaped as a "V" to allow visibility to drivers traveling northbound and southbound on the Interstate 605 (I-605). The maximum height of the billboard would be 70 feet tall. The project site recently completed the construction of an industrial warehouse, with the site paved with concrete. This newly constructed cross-dock distribution facility includes 61 dock high truck doors as well as 53 on-site trailer and 20 truck tractor parking.[1] The digital billboard would be located at the southwest corner of the building near Baybar Road. The proposed project site's current zoning is *General Industrial (I-G)* and the current General Plan designation is *Industrial (I)*.

The proposed project is considered to be a project under the California Environmental Quality Act (CEQA).[2] The City of Pico Rivera is the designated *Lead Agency* for the proposed project and the City will be responsible for the project's environmental review. Section 21067 of CEQA defines a Lead Agency as the public agency that has the principal responsibility for carrying out or approving a project that may have a significant effect on the environment.[3] The project Applicant is Outfront Media. As part of the proposed project's environmental review, this Initial Study has been prepared.[4]

The primary purpose of CEQA is to ensure that decision-makers and the public understand the environmental implications of a specific action or project. The purpose of this Initial Study is to ascertain whether the proposed project will have the potential for significant adverse impacts on the environment once it is implemented. Pursuant to the CEQA Guidelines, additional purposes of this Initial Study include the following:

- To provide the City of Pico Rivera with information to use as the basis for deciding whether to prepare an environmental impact report (EIR), mitigated negative declaration, or negative declaration for the proposed project;
- To facilitate the project's environmental assessment early in the design and development of the proposed project;
- To eliminate unnecessary EIRs; and,
- To determine the nature and extent of any impacts associated with the proposed project's implementation.

Certain projects or actions may also require oversight approvals or permits from other public agencies. These other agencies are referred to as *Responsible Agencies* and *Trustee Agencies*, pursuant to Sections 15381 and 15386 of the State CEQA Guidelines. This Initial Study and the *Notice of Intent to Adopt a Mitigated Negative Declaration* will be forwarded to responsible agencies, trustee agencies, and the public for review and comment.

[1] CenterPoint. Rare Infill Cross-Dock Facility 3900 Baybar Road. https://www.3900baybar.com/.
[2] California, State of. *Title 14. California Code of Regulations. Chapter 3. Guidelines for the Implementation of the California Environmental Quality Act*. as Amended 1998 (CEQA Guidelines). § 15060 (b).
[3] California, State of. *California Public Resources Code. Division 13, Chapter 2.5. Definitions*. as Amended 2001. § 21067.
[4] Ibid. (CEQA Guidelines) § 15050.

A 30-day public review period will be provided to allow these entities and other interested parties to comment on the proposed project and the findings of this Initial Study.[5] Comments must be sent to the attention of:

Hector Hernandez, Senior Planner
City of Pico Rivera Community and Economic Development Department
6615 Passons Boulevard
Pico Rivera, California 90660
Phone Number: 562-801-4340
E-Mail: hhernandez@pico-rivera.org

1.2 INITIAL STUDY'S ORGANIZATION

This Initial Study was prepared pursuant to both the State of California CEQA Guidelines and the local CEQA Guidelines of the City. The following annotated outline summarizes the contents of this Initial Study:

- *Section 1 Introduction,* provides the procedural context surrounding this Initial Study's preparation and insight into its composition.

- *Section 2 Project Description,* describes the proposed project's physical and operational characteristics and provides an overview of the existing environment as it relates to the project site.

- *Section 3 Environmental Analysis,* includes an analysis of potential impacts associated with the construction and the subsequent occupancy of the proposed commercial development.

- *Section 4 Conclusions,* indicates the manner in which the mitigation measures identified in the environmental analysis will be implemented as a means to address potential environmental impacts.

- *Section 5 References,* identifies the sources used in the preparation of this Initial Study.

[5] California, State of. Public Resources Code Division 13. *The California Environmental Quality Act. Chapter 2.6, Section 2109(b).* 2000.

SECTION 2 PROJECT DESCRIPTION

2.1 PROJECT OVERVIEW

The City of Pico Rivera is reviewing an application to construct a new 14 feet by 48 feet LED "V" shaped billboard. Two 14 feet by 48 feet LED sign faces would be angled towards each other to be shaped as a "V" to allow visibility to drivers traveling northbound and southbound on Interstate 605 (I-605). The maximum height of the billboard would be 70 feet tall. The project site recently completed the construction of an industrial warehouse, with the site paved with concrete. This newly constructed cross-dock distribution facility includes 61 dock-high truck doors as well as 53 on-site trailer and 20 truck tractor parking spaces. The digital billboard would be located approximately 60 feet west of the southwest corner of the warehouse near Baybar Road. The proposed project site's current zoning designation is *General Industrial (I-G)* and the current General Plan designation is *Industrial (I)*.

2.2 PROJECT LOCATION

The project site is located within the northern portion of the City of Pico Rivera. Pico Rivera is located in southeastern Los Angeles County, approximately 10 miles southeast of downtown Los Angeles. Pico Rivera is bounded by the City of Downey on the south, the City of Montebello on the west, the Whittier Narrows Regional Park on the north, and the City of Whittier and the City of Santa Fe Springs on the east.[6] Major physiographic features in the surrounding area include the San Gabriel River located approximately 2,5000 feet to the west, Whittier Narrows Reservoir located approximately 1.5 miles to the west, Montebello Hills located approximately 2.6 miles to the west, and Puente Hills located approximately 1 mile to the east.[7]

The site's address is 3900 Baybar Road in the City of Pico Rivera. The Assessor's Parcel Number (APN) that is applicable to the project site is 8125-013-019. The project site's latitude and longitude are 34°01'16.8"N; -118°02'44.5"W. The project site's location within the City of Pico Rivera is shown in Exhibit 2-2 and a local map is provided in Exhibit 2-3. A local map is provided in Exhibit 2-3. An aerial photograph of the project site is shown in Exhibit 2-4. The site plan is shown in Exhibit 2-5. On-site photographs of the project site and the location of the proposed digital sign is shown in Exhibit 2-6A and 2-6B. A computer model of the proposed digital sign is shown at various distances in Exhibit 2-7A, 2-7B, 2-8A, and 2-8B.

2.3 ENVIRONMENTAL SETTING

The City of Pico Rivera is reviewing an application to construct a new 14 feet by 48 feet LED "V" shaped billboard. Two 14 feet by feet LED board would be angled towards each other to be shaped as a "V" to allow visibility to drivers traveling northbound and southbound on the Interstate 605 (I-605). The maximum height of the billboard would be 70 feet tall. A 40,898 square foot industrial warehouse with the remainder of the site paved with concrete, was recently constructed on the project site. This newly constructed warehouse is a cross-dock distribution facility which includes 61 dock high truck doors as well as 53 on-site trailer and 20 truck tractor parking spaces. The digital billboard would be located approximately 60 feet west of the southwest corner of the warehouse near Baybar Road.

[6] United States Geological Survey. *El Monte 7½ Minute Quadrangle. Photo revised 2022.*

[7] Google Maps and City of Pico Rivera Zoning Map. Website accessed on December 12, 2024.

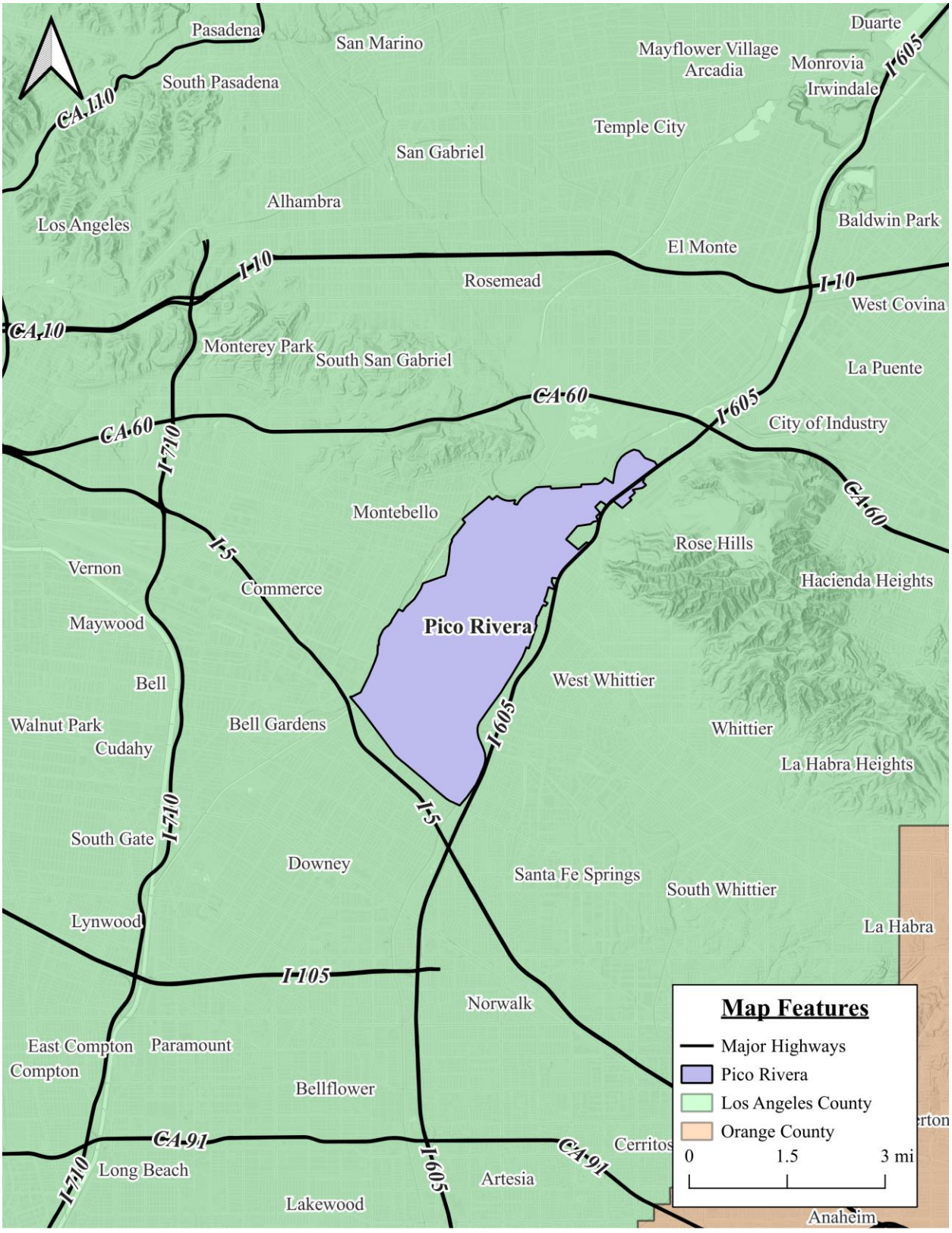

EXHIBIT 2-1 REGIONAL MAP

SOURCE: QUANTUM GIS

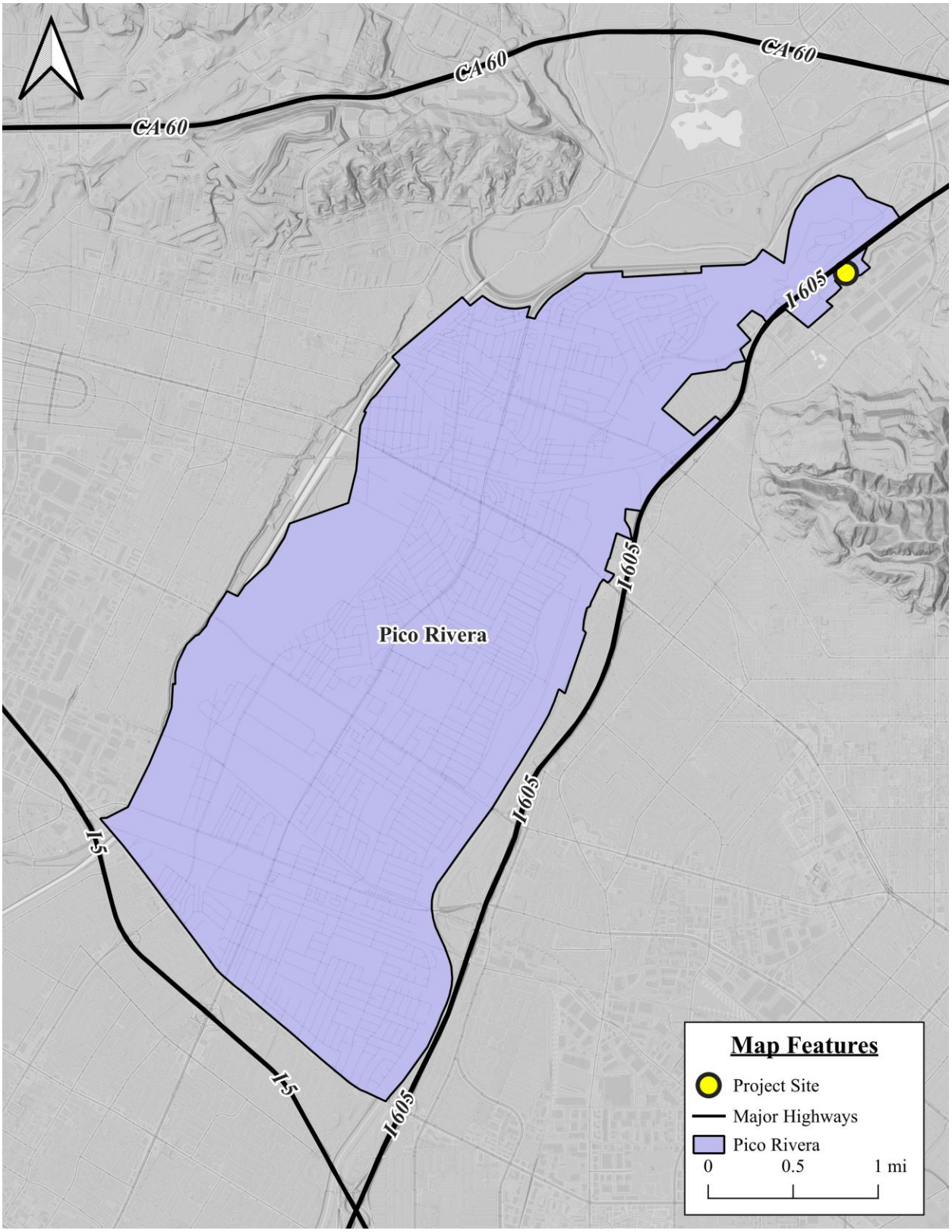

EXHIBIT 2-2 CITYWIDE MAP

SOURCE: QUANTUM GIS

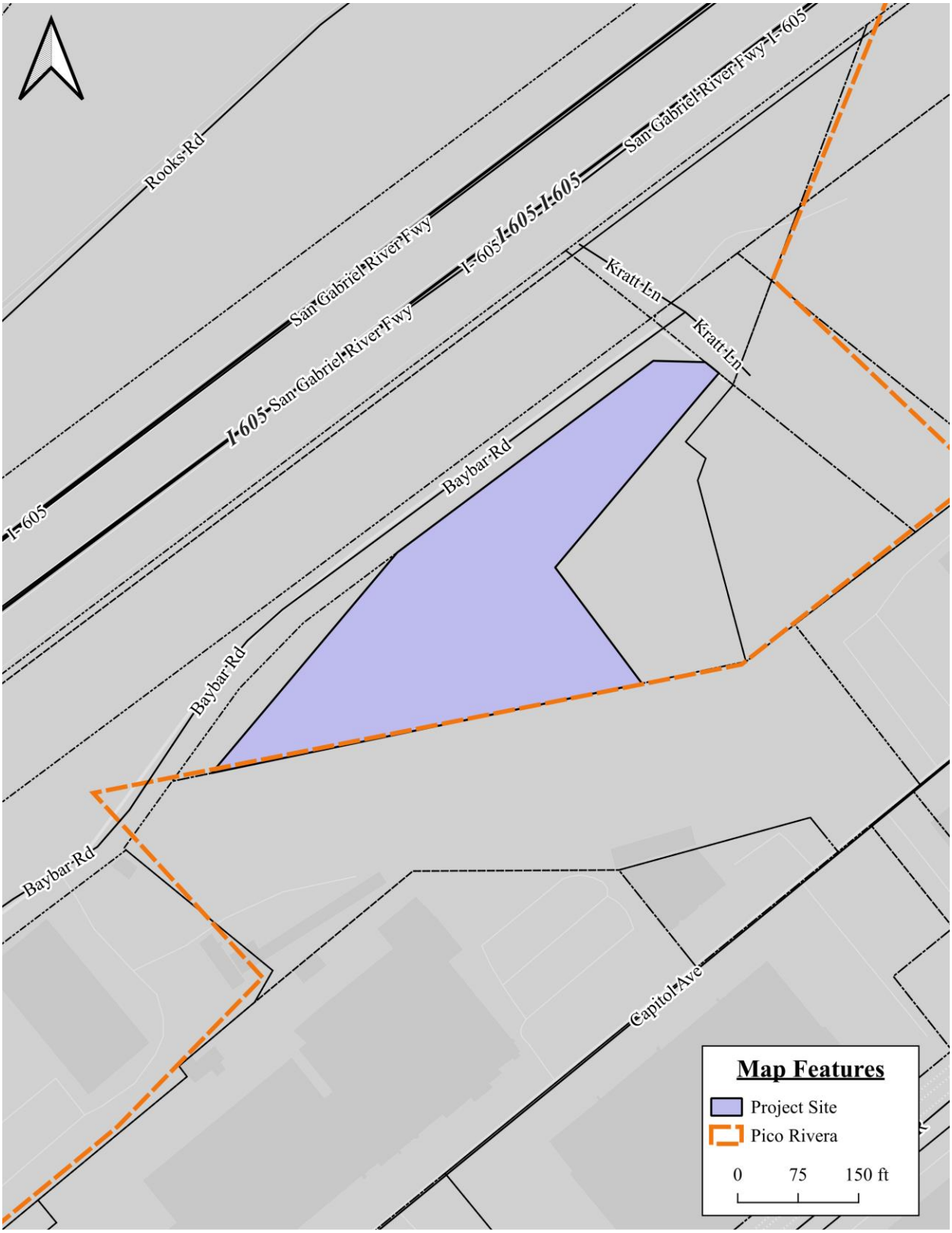

EXHIBIT 2-3 LOCAL MAP

SOURCE: QUANTUM GIS

EXHIBIT 2-4 AERIAL PHOTOGRAPH

SOURCE: GOOGLE MAPS

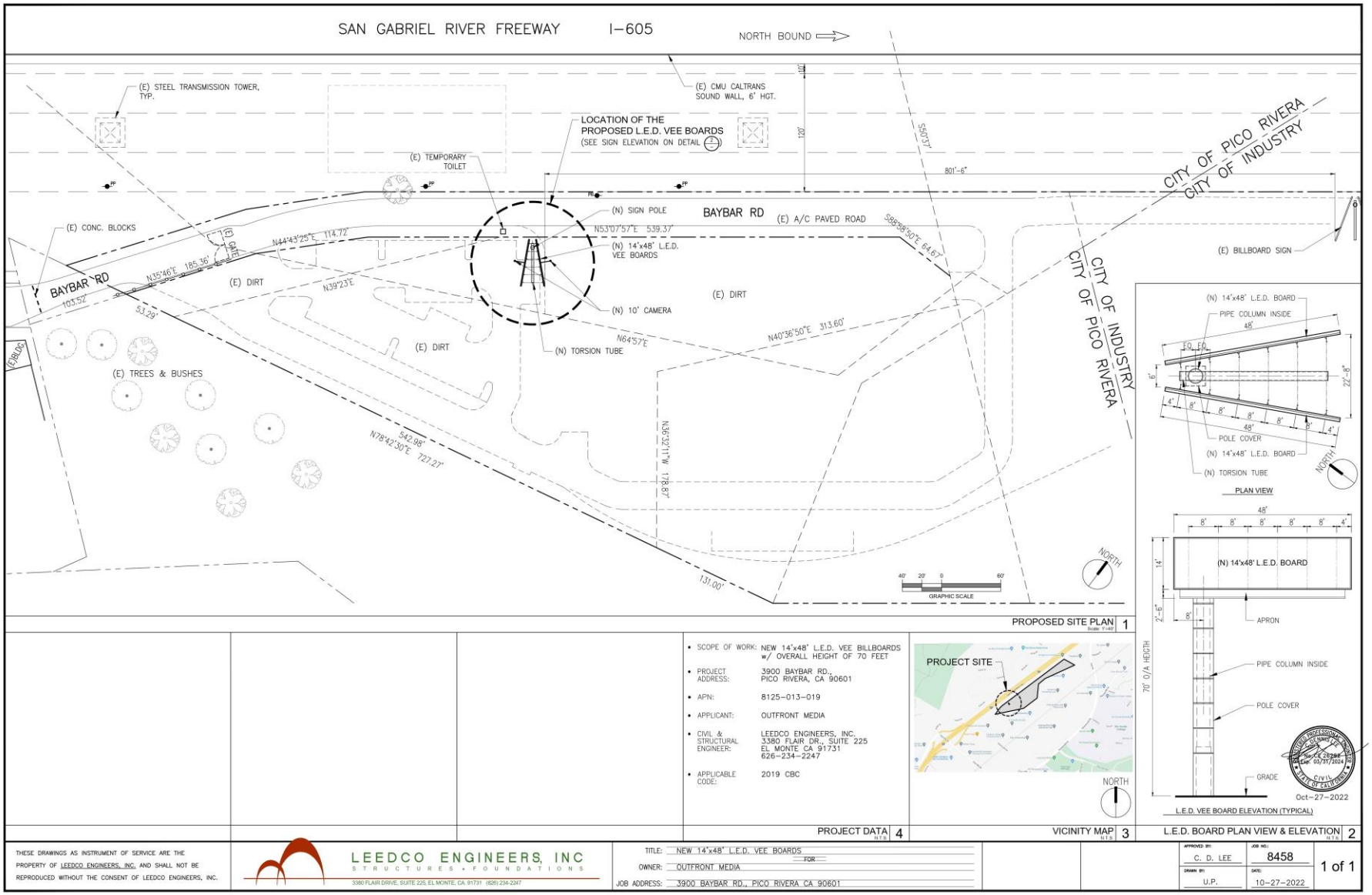

EXHIBIT 2-5 SITE PLAN

SOURCE: LEEDCO ENGINEERS, INC

Location of Digital Sign

EXHIBIT 2-6A ON-SITE PHOTOGRAPHS

SOURCE: CENTERPOINT (3900BAYBAR.COM)

Location of Digital Sign

EXHIBIT 2-6B ON-SITE PHOTOGRAPHS

SOURCE: CENTERPOINT (3900BAYBAR.COM)

EXHIBIT 2-7A-VIEW FROM I-605 NORTHBOUND (250 FEET AWAY)

SOURCE: BLODGETT BAYLOSIS ENVIRONMENTAL PLANNING

EXHIBIT 2-7B-VIEW FROM I-605 NORTHBOUND (1,300 FEET AWAY)
SOURCE: BLODGETT BAYLOSIS ENVIRONMENTAL PLANNING

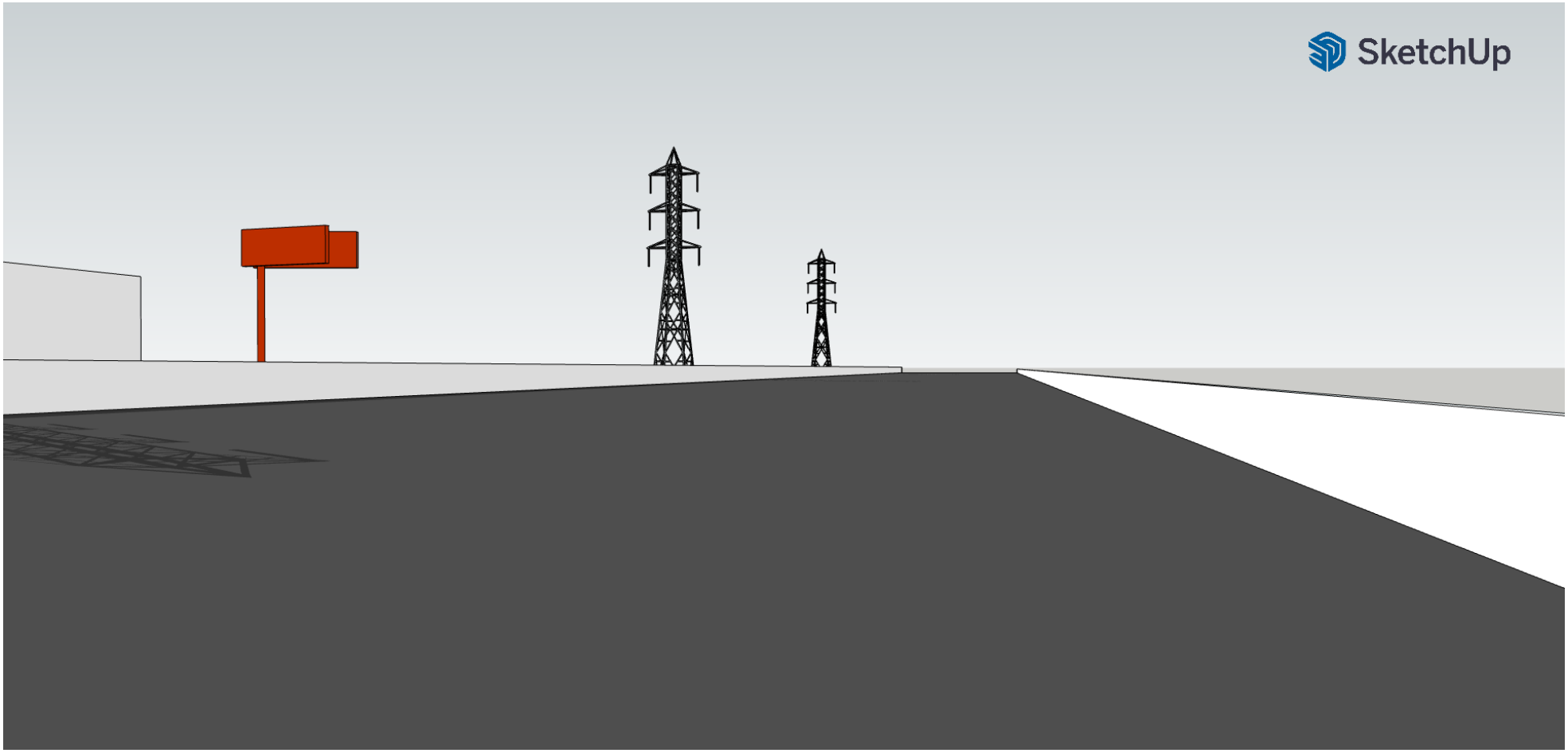

EXHIBIT 2-8A-VIEW FROM I-605 SOUTHBOUND (250 FEET AWAY)

SOURCE: BLODGETT BAYLOSIS ENVIRONMENTAL PLANNING

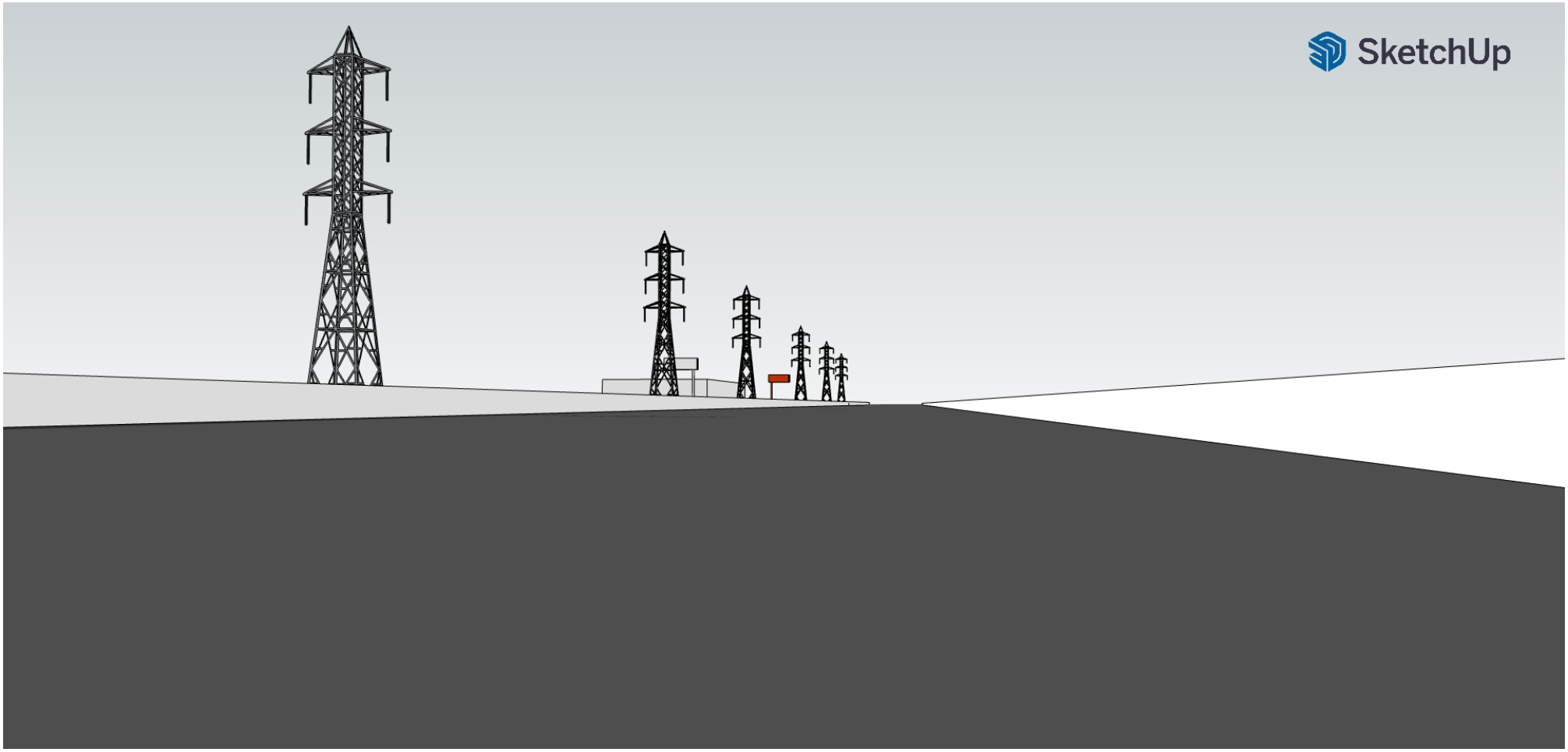

EXHIBIT 2-8B-VIEW FROM I-605 SOUTHBOUND (2,600 FEET AWAY)

SOURCE: BLODGETT BAYLOSIS ENVIRONMENTAL PLANNING

The proposed project site's current zoning is *General Industrial (I-G)* and the current General Plan designation is *Industrial (I)*. Existing uses found in the vicinity of th78e project site are summarized below:

- *North of the Project Site*. Baybar Road is located to the north of the project site. Further north is the San Gabriel River Freeway, Interstate 605. North of the freeway are open spaces and the Pico Rivera Sports Arena. This area is designated as *Park/Open Space (P-OS)* in the City's General Plan and the zoning designation is *Open Spaces (O-S)*.
- *South of the Project Site*. Industrial buildings are located south of the project. This area is located in the City of Industry area and is designated as *Employment* in the City of Industry's General Plan and the zoning designation is Industrial.
- *West of the Project Site*. Baybar Road is located to the west of the project site. Further west is the San Gabriel River Freeway, Interstate 605. West of the freeway are open spaces. This area is designated as *Park/Open Space (P-OS)* in the City's General Plan and the zoning designation is *Open Spaces (O-S)*.
- *East of the Project Site*. Industrial buildings are located east of the project. This area is located in the City of Industry area and is designated as *Employment* in the City of Industry's General Plan and the zoning designation is *Industrial*.

2.4 DESCRIPTION OF THE PROJECT

OVERVIEW OF PHYSICAL CHARACTERISTICS

The City of Pico Rivera is reviewing an application to construct a new 14 feet by 48 feet LED "V" shaped billboard. Two 14 feet by 48 feet LED board would be angled towards each other to be shaped as a "V" to allow visibility to drivers traveling northbound and southbound on the Interstate 605 (I-605). The project elements are summarized below:

- *Site Plan*. The proposed development would involve the construction of a new digital billboard. The project site was recently developed with an industrial warehouse and the site is paved with concrete. This newly constructed cross-dock distribution facility includes 61 dock high truck doors as well as 53 on-site trailer and 20 truck tractor parking spaces. The digital billboard would be located approximately 60 feet west of the southwest corner of the warehouse near Baybar Road.

- *Digital Billboard*. The new 14 feet by 48 feet LED "V" shaped billboard would be constructed. Two 14 feet by 48 feet LED board faces would be angled towards each other to be shaped as a "V" to allow visibility to drivers traveling northbound and southbound on the Interstate 605 (I-605). The maximum height for the billboard would be 70 feet tall. The billboard would consist of a new sign pole, a torsion tube, and two 10 foot cameras.

CONSTRUCTION CHARACTERISTICS

The materials used in the construction of electronic signs are manufactured off-site. The electronic sign components would be transported to the location where they would be assembled and installed. The installation of the electronic sign would result in short-term (construction-related) noise impacts during the two to four-day installation period and one week for the pole cover installation for the

electronic sign. The installation would include the following activities:

- *Task One:* The footings for the electronic sign structure are completed. The estimated column depth for the electronic sign's support will be 30 feet and the diameter will be 5.5 feet. This results in an export of between 28 to 144 cubic yards of dirt for the electronic sign (i.e., with a 2 feet pad added to the 30 feet deep column, the size of the footing is 32 feet by 5.5 feet). In addition to the drilling rig, the construction team uses a skip loader (bucket truck), dump truck for soil export, and water truck as needed to water down dust. Any excavated areas are required to be fully covered. The construction crew installs the sign column and then pours the concrete. The crew utilizes a crane truck, a flatbed truck (to carry in the prefabricated columns), and a concrete truck. A fast-setting concrete is utilized, allowing the concrete to cure overnight.[8]

- *Task Two:* The crew erects the sign supports and the signs. For this construction activity, a crane truck is utilized and a flatbed truck is required to transport the structure and sign faces. The electrical connections are then installed. This task will take one to two days to complete. The crew completes any other necessary tasks to complete the structures and clean up the installation site.

- *Task Three:* Any necessary landscaping repairs and improvements would also be made. The installation of the column cover would take approximately one week.

2.5 DISCRETIONARY ACTIONS

A Discretionary Decision is an action taken by a government agency (for this project, the government agency is the City of Pico Rivera) that calls for an exercise of judgment in deciding whether to approve a project. The proposed project site's current zoning is *General Industrial (I-G)* and the current general Plan designation is *Industrial (I)*. The proposed project will require the following approvals:

- The approval of the Negative Declaration; and,

- The approval of a development agreement.

Future approvals may include grading permits, building permits, etc.

[8] This information is based on the construction characteristics of similar digital sign installation projects.

SECTION 3 ENVIRONMENTAL ANALYSIS

3.1 AESTHETICS

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project have a substantial adverse effect on a scenic vista?			✖	
B. Would the project substantially damage scenic resources including, but not limited to, trees, rock outcroppings, and historic buildings within a State scenic highway?				✖
C. Would the project substantially degrade the existing visual character or quality of public views of the site and its surroundings? (Public views are those that are experienced from a publicly accessible vantage point). If the project is in an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality?				✖
D. Would the project create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?			✖	

3.1.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant adverse aesthetic impact if it results in any of the following:

- An adverse effect on a scenic vista;
- Substantial damage to scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a State scenic highway;
- A substantial degradation of the existing visual character or quality of the site and its surroundings; or,
- A new source of substantial light and glare that would adversely affect daytime or night-time views in the area.

3.1.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project affect a scenic vista? ● No Impact.*

The project site was recently developed with the construction of a 40,898 square foot industrial warehouse. This newly constructed cross-dock distribution facility includes 61 dock high truck doors as well as 53 on-site trailer and 20 truck tractor parking spaces. The site is bounded by the Baybar Road and Interstate 605 on the north and west, and industrial development on the south and east. Existing uses found in the vicinity of the project site are summarized below:

- *North of the Project Site*. Baybar Road is located to the north of the project site. Further north is the San Gabriel River Freeway, Interstate 605. North of the freeway are open spaces and the Pico

Rivera Sports Arena. This area is designated as *Park/Open Space (P-OS)* in the City's General Plan and the zoning designation is *Open Spaces (O-S)*.

- *South of the Project Site*. Industrial buildings are located south of the project. This area is located in the City of Industry area and is designated as Employment in the City of Industry's General Plan and the zoning designation is Industrial.
- *West of the Project Site*. Baybar Road is located to the west of the project site. Further west is the San Gabriel River Freeway, Interstate 605. West of the freeway are open spaces. This area is designated as *Park/Open Space (P-OS)* in the City's General Plan and the zoning designation is *Open Spaces (O-S)*.
- *East of the Project Site*. Industrial buildings are located east of the project. This area is located in the City of Industry area and is designated as Employment in the City of Industry's General Plan and the zoning designation is Industrial.

The approval of the proposed project would promote the construction of a new digital billboard with a maximum height of 70 feet. The dominant scenic views from the area include the views of the Montebello Hills located approximately 2.6 miles to the west and Puente Hills located approximately 1 mile to the east. The proposed project will not significantly impact views. A model of the proposed digital sign is shown at various distances in Exhibit 2-7A, 2-7B, 2-8A, and 2-8B. Views of the Montebello and Puente Hills would remain visible from Baybar Road. Views of the Puente Hills have already been obstructed by existing industrial development. There are no other scenic vistas present in the vicinity of the project site that would be affected by the implementation of the proposed project. *As a result, no impacts would occur.*

B. *Would the project substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway? ● No Impact.*

The Pico Rivera General Plan does not include any designated scenic corridors.[9] In addition, there are no scenic trees, rock outcroppings, and historic structures located on-site. The landscaping present on-site is turf and ruderal vegetation. The project site is being developed and does not contain any scenic rock outcroppings. Lastly, the project site does not contain any buildings listed in the State or National register (refer to Section 3.5). According to the California Department of Transportation, there is no State or County designated scenic highways in the vicinity of the project site.[10] *As a result, no impacts on scenic resources would occur.*

C. *A substantial degradation of the existing visual character or quality of the site and its surroundings? ● No Impact.*

The digital billboard would be located approximately 60 feet west of the southwest corner of the warehouse near Baybar Road. existing warehouse building. The top of the sign face would be 70-feet above the parking lot surface. The proposed electronic sign installation site is located within a surface parking lot.[11] In addition, the proposed digital billboard will comply with all State regulations. *As a result, no impacts would occur.*

[9] City of Pico Rivera. *Pico Rivera General Plan*. October 2014.

[10] California Department of Transportation. *Official Designated Scenic Highways.* www.dot.ca.gov

[11] Google Earth. Website accessed July 28, 2023. Site visit occurred on July 14, 2023.

D. *Would the project create a new source of substantial light or glare that would adversely affect day or nighttime views in the area? ● Less than Significant Impact*

Exterior lighting can be a nuisance to adjacent land uses that are sensitive to this lighting. For example, lighting emanating from unprotected or unshielded light fixtures may shine through windows that could disturb the residents inside. This light spillover is referred to as *light trespass* which is typically defined as the presence of unwanted light on properties located adjacent to the source of lighting. Sensitive receptors refer to land uses and/or activities that are especially sensitive to light and typically include homes, schools, playgrounds, hospitals, convalescent homes, and other similar facilities where children or the elderly may congregate. No light sensitive receptors are located adjacent to the project site. The nearest sensitive receptor are residential homes located approximately 2,400 feet to the west and southeast of the project site.

An electronic display billboard is a large screen made up of LED (light emitting diode) bulbs which are arranged and timed to create static, changing or full motion text and images. The State Law does not allow for any digital messages to change (or cycle) faster than 4 seconds. The industry standard is to run eight advertising spots, 8 seconds each for a 64-second loop. The new sign's luminosity would adhere to the Outdoor Advertising Association of America (OAAA) luminosity policy of not exceeding a brightness of 0.3 footcandles above the ambient light. The new electronic display billboard would be located on a property that is commercial. The new sign would feature light-emitting diode ("LED") displays. As opposed to incandescent signs, LED signs are highly directional, which is an advantage in an urban setting since the light can be directed more precisely to the intended audience. Light measurements are completed in foot-candles. A foot-candle is the amount of light produced by a single candle when measured from one foot away. For reference, a 100-watt light bulb produces 137 foot-candles at one foot away, 0.0548 foot-candles at 50 feet and 0.0137 foot-candles at 100 feet. Table 3-1 represents the total increase in ambient light produced by the sign under typical operation at night.

Table 3-1 Increase in Ambient Light From Proposed Sign (foot-candles)

Distance from Sign	0 Degrees	20 Degrees	40 Degrees	60 Degrees	75 Degrees
100 feet	0.1171	0.0966	0.0652	0.0295	0.0059
200 feet	0.0293	0.0241	0.0163	0.0074	0.0015

Source: Watchfire Signs
Light values in foot-candles at night under typical operation

The ambient light increases would be less than shown in the table since they fail to consider any objects blocking the line-of-sight to the sign. Obstructions such as trees would further reduce real world overall ambient light increases. In addition to obstructions, any existing light within the area will further diminish any light increase. Given the above comparisons and measurements, the area will see an almost undetectable difference in ambient light after installation of the LED displays. Ambient light levels are more heavily impacted by street, building and landscape lights than the increases produced by an LED display. Furthermore, the new sign would be required to include a photometric sensor that will adjust the intensity of the sign for daytime and nighttime viewing. The photometric sensor will be part of the electronic sign plans. The new digital sign would replace an older static billboard that was demolished in

October of 2024 that did not employ modern technology. *As a result, the impacts would be less than significant.*

3.1.3 CUMULATIVE IMPACTS

The potential aesthetic impacts related to views, aesthetics, and light and glare is site specific. As a result, no cumulative aesthetic impacts are anticipated.

3.1.4 MITIGATION MEASURES

The analysis determined that the proposed project would not result in any significant adverse impacts. As a result, no mitigation is required.

3.2 AGRICULTURE & FORESTRY RESOURCES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural uses?				✖
B. Would the project conflict with existing zoning for agricultural uses, or a Williamson Act Contract?				✖
C. Would the project conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code Section 12220(g)), timberland (as defined by Public Resources Code Section 4526), or timberland zoned Timberland Production (as defined by Government Code Section 51104(g))?				✖
D. Would the project result in the loss of forest land or conversion of forest land to a non-forest use?				✖
E. Would the project involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland to non-agricultural use or conversion of forest land to a non-forest use?				✖

3.2.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant impact on agriculture resources if it results in any of the following:

- The conversion of Prime Farmland, Unique Farmland, or Farmland of Statewide importance;
- A conflict with existing zoning for agricultural use or a Williamson Act Contract;
- A conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code §4526), or zoned timberland production (as defined by Government Code §51104[g]);
- The loss of forest land or the conversion of forest land to a non-forest use; or,

- Changes to the existing environment that due to their location or nature may result in the conversion of farmland to non-agricultural uses.

3.2.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance, as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use? ● No Impact.*

The project area is located in the midst of industrial development. According to the California Department of Conservation, the project site is located on Urban and Built-Up land. The site's current zoning designation does not permit agricultural uses (refer to Section 3.10, Land Use and Planning). *As a result, no impacts on prime farmland soils would occur.*

B. *Would the project conflict with existing zoning for agricultural use or a Williamson Act Contract? ● No Impact.*

According to the California Department of Conservation Division of Land Resource Protection, the project site is not subject to a Williamson Act Contract.[12] *As a result, no impacts on existing Williamson Act Contracts would occur.*

C. *Would the project conflict with existing zoning for or cause rezoning of, forest land (as defined in Public Resources Code Section 4526), or zoned timberland production (as defined by Government Code § 51104[g])? ● No Impact.*

The project site is located in the midst of an urban area and no forest lands are located within the City. The General Plan and zoning designations applicable to the project site do not provide for any forest land preservation.[13] *No impacts on forest land or timber resources would result.*

D. *Would the project result in the loss of forest land or the conversion of forest land to a non-forest use? ● No Impact.*

No forest lands are found within the City nor does the applicable land use designations provide for any forest land protection. Furthermore, no loss or conversion of existing forest lands will result from the proposed project's implementation. *As a result, no impacts would occur.*

E. *Would the project involve other changes in the existing environment that, due to their location or nature, may result in conversion of farmland to non-agricultural use? ● No Impact.*

No agricultural activities or farmland uses are located in the City or within the project area. The proposed project will not involve the conversion of any existing farmland area to an urban use. *As a result, no impacts would occur.*

[12] California Department of Conservation. *State of California Williamson Act Contract Land.* ftp://ftp.consrv.ca.gov/pub/dlrp/WA/2012%20Statewide%20Map/WA_2012_8x11.pdf

[13] City of Pico Rivera. *Pico Rivera General Plan. Land Use Element.* 2014.

3.2.3 CUMULATIVE IMPACTS

The analysis determined that there are no agricultural or forestry resources located in the project area and that the proposed project's implementation would not result in any significant adverse impacts on these resources. As a result, no cumulative impacts on agricultural or farmland resources would occur.

3.2.4 MITIGATION MEASURES

The analysis of agricultural and forestry resources indicated that no significant adverse impacts on these resources would occur as part of the proposed project's implementation. As a result, no mitigation is required.

3.3 AIR QUALITY

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project conflict with or obstruct implementation of the applicable air quality plan?				✖
B. Would the project result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard?			✖	
C. Would the project expose sensitive receptors to substantial pollutant concentrations?			✖	
D. Would the project result in other emissions (such as those leading to odors) adversely affecting a substantial number of people?				✖

3.3.1 THRESHOLDS OF SIGNIFICANCE

A project will normally be deemed to have a significant adverse environmental impact on air quality, if it results in any of the following:

- A conflict with the obstruction of the implementation of the applicable air quality plan;
- A cumulatively considerable net increase of any criteria pollutant for which the project region is in non-attainment under an applicable Federal or State ambient air quality standard;
- The exposure of sensitive receptors to substantial pollutant concentrations; or,
- The creation of objectionable odors affecting a substantial number of people.

The South Coast Air Quality Management District (SCAQMD) has established quantitative thresholds for short-term (construction) emissions and long-term (operational) emissions for criteria pollutants. These criteria pollutants include the following:

- *Ozone (O_3)* is a nearly colorless gas that irritates the lungs, damages materials, and vegetation. O_3 is formed by photochemical reaction (when nitrogen dioxide is broken down by sunlight).

- *Carbon monoxide (CO),* a colorless, odorless toxic gas that interferes with the transfer of oxygen to the brain, is produced by the incomplete combustion of carbon-containing fuels emitted as vehicle exhaust.
- *Nitrogen dioxide (NO_2)* is a yellowish-brown gas, which at high levels can cause breathing difficulties. NO_2 is formed when nitric oxide (a pollutant from burning processes) combines with oxygen.
- *PM_{10} and $PM_{2.5}$* refers to particulate matter less than ten microns and two and one-half microns in diameter, respectively. Particulates of this size cause a greater health risk than larger-sized particles since fine particles can more easily be inhaled.

There are daily and quarterly emissions thresholds for the construction and operation of a proposed project that have been established by the SCAQMD. Projects in the South Coast Air Basin (SCAB) generating construction-related emissions that exceed any of the following emissions thresholds are considered to be significant under CEQA:

- 75 pounds per day of reactive organic compounds;
- 100 pounds per day of nitrogen dioxide;
- 550 pounds per day of carbon monoxide;
- 150 pounds per day of PM_{10}; or,
- 150 pounds per day of sulfur oxides.

A project would have a significant effect on air quality if any of the following long-term (operational) emissions thresholds for criteria pollutants are exceeded:

- 55 pounds per day of reactive organic compounds;
- 55 pounds per day of nitrogen dioxide;
- 550 pounds per day of carbon monoxide;
- 150 pounds per day of PM_{10}; or,
- 150 pounds per day of sulfur oxides.[14]

3.3.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project conflict with or obstruct implementation of the applicable air quality plan? ● No Impact.*

Measures to improve regional air quality are outlined in the SCAQMD's Air Quality Management Plan (AQMP).[15] The most recent AQMP was adopted in 2012 and was jointly prepared with the California Air Resources Board (CARB) and the Southern California Association of Governments (SCAG).[16] The primary criteria pollutants that remain non-attainment in the local area include $PM_{2.5}$ and Ozone. Specific criteria for determining a project's conformity with the AQMP is defined in Section 12.3 of the SCAQMD's CEQA

[14] South Coast Air Quality Management District, *Final 2012 Air Quality Plan*, Adopted June 2007.

[15] Ibid.

[16] South Coast Air Quality Management District. *Final 2012 Air Quality Plan*. Adopted 2012.

Air Quality Handbook. The Air Quality Handbook refers to the following criteria as a means to determine a project's conformity with the AQMP:[17]

- *Consistency Criteria 1* refers to a proposed project's potential for resulting in an increase in the frequency or severity of an existing air quality violation or its potential for contributing to the continuation of an existing air quality violation.
- *Consistency Criteria 2* refers to a proposed project's potential for exceeding the assumptions included in the AQMP or other regional growth projections relevant to the AQMP's implementation.[18]

In terms of Criteria 1, the proposed project's long-term (operational) airborne emissions will be below levels that the SCAQMD considers to be a significant adverse impact (refer to the analysis included in the next section where the long-term stationary and mobile emissions for the proposed project are summarized in Table 3-3. According to the Growth Forecast Appendix prepared by SCAG, the City's future projected population for the year 2040 is 58,000 persons, an increase of 3,100 persons from the 2020 population. The potential increase of 40 persons would not result in an exceedance. As a result, the proposed project's impacts are less than significant.[19] The employment increase from the proposed project will be well within the projections provided by SCAG and the proposed project will not violate Consistency Criteria 2. *As a result, no impacts related to the implementation of the AQMP would occur.*

B. *Would the project violate any air quality standard or contribute substantially to an existing or projected air quality violation? ● Less than Significant Impact.*

According to the SCAQMD, any project is significant if it triggers or exceeds the SCAQMD daily emissions threshold identified previously and noted at the bottom of Tables 3-2 and 3-3. The proposed project's construction and operation would not lead to a violation of the above-mentioned criteria. The electronic sign installation will occur over a three- to five-day period. As shown in Table 3-2, daily construction emissions would not exceed the SCAQMD thresholds of significance. The short-term construction emissions would be limited to those emissions generated during the electronic sign installation. The support structure, sign faces, and the ancillary equipment are manufactured off-site and would be assembled at the installation sites. The analysis of daily construction and operational emissions was prepared utilizing the California Emissions Estimator Model (CalEEMod V.2022.1.1.29).

Table 3-2Estimated Daily Construction Emissions

Construction Phase	ROG	NOx	CO	SO2	PM10	PM2.5
Maximum Daily Emissions	6.23	5.15	6.97	0.01	0.81	0.27
Daily Thresholds	75	100	550	150	150	55
Significant Impact?	No	No	No	No	No	No

Source: CalEEMod Version 2022.1.1.29

[17] South Coast Air Quality Management District. *CEQA Air Quality Handbook*. April 1993.

[18] South Coast Air Quality Management District. *CEQA Air Quality Handbook*. April 1993.

[19] Southern California Association of Governments. *Growth Forecast*. *Regional Transportation Plan 2012-2035*. April 2012.

Long-term emissions refer to those air quality impacts that would occur once the proposed project has been constructed and is operational. These impacts would continue over the operational life of the project. The two main sources of operational emissions include mobile emissions and area emissions related to off-site electrical generation. The analysis of long-term operational impacts summarized in Table 3-3also used the CalEEMod V.2022.1.1.29 computer model. The analysis summarized in Table 3-3 indicates that the operational (long-term) emissions would be below the SCAQMD daily emissions thresholds.

Table 3-3 Estimated Operational Emissions in lbs./day

Emission Source	ROG	NOx	CO	SO2	PM10	PM2.5
Maximum Daily Emissions (lbs./day)	0.05	0.00	0.00	0.00	0.00	0.00
Daily Thresholds	55	55	550	150	150	55
Significant Impact?	No	No	No	No	No	No

Source: CalEEMod Version 2022.1.1.29

The analysis presented in Tables 3-2 and 3-3 reflects projected emissions that are typically higher during the summer months and represent a worse-case scenario. As indicated in Tables 3-2 and 3-3, the impacts are considered to be less than significant. In addition, the SCAQMD Rule Book contains numerous regulations governing various activities undertaken within the district. Among these regulations is Rule 403.2 – Fugitive Dust Control for the South Coast Planning Area, which was adopted in 1996 for the purpose of controlling fugitive dust. Adherence to Rule 403.2 regulations is required for all projects undertaken within the district. Future construction truck drivers must also adhere to Title 13 - §2485 of the California Code of Regulations, which limits the idling of diesel-powered vehicles to less than five minutes. Adherence to the aforementioned standard condition would minimize odor impacts from diesel trucks. Adherence to Rule 403 Regulations and Title 13 - §2485 of the California Code of Regulations would further reduce the potential impacts. *As a result, the impacts would be less than significant.*

C. *Would the project expose sensitive receptors to substantial pollutant concentrations? ● Less than Significant Impact.*

According to the SCAQMD, residences, schools, daycare centers, playgrounds, and medical facilities are considered sensitive receptor land uses. The nearest sensitive receptor are residential homes located approximately 2,400 feet to the west and southeast of the project site. As a result, the sensitive receptors would not be within the localized significant threshold area. Adherence to additional mandatory Rule 403 regulations would reduce fugitive dust emissions by approximately 50% to levels that are less than significant. Rule 403 requires that temporary dust covers be used on any piles of excavated or imported earth to reduce wind-blown dust. In addition, all clearing, earthmoving, or excavation activities must be discontinued during periods of high winds (i.e., greater than 15 mph), so as to prevent excessive amounts of fugitive dust. *Following the mandatory regulations, the project impacts would be less than significant.*

D. *Would the project create objectionable odors affecting a substantial number of people? ● No Impact.*

The SCAQMD has identified those land uses that are typically associated with odor complaints. These uses include activities involving livestock, rendering facilities, food processing plants, chemical plants, composting activities, refineries, landfills, and businesses involved in fiberglass molding.[20] The proposed

[20] South Coast Air Quality Management District. *CEQA Air Quality Handbook, Appendix 9*. 2004 (as amended).

project is a digital billboard and is not anticipated to create any objectionable odors. *As a result, no impacts would occur.*

3.3.3 CUMULATIVE IMPACTS

The proposed project's implementation would not result in any new exceedance of air pollution standards nor contribute significantly to an existing air quality violation. Furthermore, the analysis determined that the implementation of the proposed project would not result in any significant adverse air quality impacts. As a result, no significant adverse cumulative impacts would occur.

3.3.4 MITIGATION MEASURES

The proposed project's air quality impacts are not considered to be a significant adverse impact. As a result, no mitigation is required.

3.4 BIOLOGICAL RESOURCES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?				✖
B. Would the project have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?			✖	
C. Would the project have a substantial adverse effect on state or federally protected wetlands (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?				✖
D. Would the project interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory life corridors, or impede the use of native wildlife nursery sites?				✖
E. Would the project conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?				✖
F. Would the project conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or State habitat conservation plan?				✖

3.4.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant adverse impact on biological resources if it results in any of the following:

- A substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive or special status species in local or regional plans, policies or regulations, or by the California Department of Fish and Wildlife or the U.S. Fish and Wildlife Service;
- A substantial adverse effect on any riparian habitat or other sensitive natural plant community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service;
- A substantial adverse effect on Federally protected wetlands as defined by Section 404 of the Clean Water Act through direct removal, filling, hydrological interruption, or other means;
- A substantial interference with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory life corridors, or impede the use of native wildlife nursery sites;
- A conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance; or,
- A conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or State habitat conservation plan.

3.4.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service? ● No Impact.*

The project area is located in the midst of urban development. A review of the California Department of Fish and Wildlife California Natural Biodiversity Database (CNDDB) Bios Viewer for the El Monte Quadrangle (the City of Pico Rivera is listed under the El Monte Quadrangle) indicated that out of a total of 79 native plant and animal species, five are either threatened or endangered.[21] These species include:

- The *Coastal California gnatcatcher* is not likely to be found on-site due to the amount urbanization in the area and the lack of habitat suitable for the California Gnatcatcher. The absence of coastal sage scrub, the California Gnatcatcher's primary habitat, further diminishes the likelihood of encountering such birds.[22]
- The *least Bell's vireo* lives in a riparian habitat, with a majority of the species living in San Diego County.[23] As a result, it is not likely that any least Bell's vireos will be encountered during on-site construction activities.

[21] California Department of Fish and Wildlife. Bios Viewer. https://apps.wildlife.ca.gov/bios6/?tool=cnddbqv

[22] Audubon. *California Gnatcatcher*. *http://birds.audubon.org/species/calgna*

[23] California Partners in Flight Riparian Bird Conservation Plan. *Least Bell's Vireo*. *http://www.prbo.org/calpif/htmldocs/species/riparian/least_bell_vireo.htm*

- The *willow flycatcher's* habitat consists of marsh, brushy fields, and willow thickets.[24] These birds are often found near streams and rivers and are not likely to be found due to lack of habitat.
- The *western yellow-billed cuckoo* is an insect eating bird found in riparian woodland habitats. The likelihood of encountering a western yellow-billed cuckoo is slim due to the level of urbanization present in the surrounding areas and the lack of riparian habitat.[25]
- *California Orcutt grass* is found near vernal pools throughout Los Angeles, Riverside, and San Diego counties.[26] As indicated previously, there are no bodies of water located on-site that would be capable of supporting populations of California Orcutt grass.

This newly constructed warehouse is a cross-dock distribution facility which includes 61 dock high truck doors as well as 53 on-site trailer and 20 truck tractor parking spaces. The digital billboard would be located approximately 60 feet west of the southwest corner of the warehouse near Baybar Road. The project site and surrounding areas are not conducive for the survival of the aforementioned species due to the lack of suitable habitat. *As a result, no impacts on any candidate, sensitive, or special status species would result from proposed project's implementation.*

B. *Would the project have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service? ● Less than Significant Impact.*

Due to the current state of the installation site and the level of development in the surrounding area, the installation sites does not offer a suitable habitat for any species. There are no local or regional plans, policies, or regulations that identify any riparian habitat or other sensitive natural community at or adjacent to the installation sites nor does the California Department of Fish and Wildlife identify any such habitat. A review of the U.S. Fish and Wildlife Service National Wetlands Inventory, Wetlands Mapper confirmed that there are no wetlands or riparian habitat present within or adjacent to the installation site. The nearest wetland is the forested wetland located approximately 300 feet south of the proposed digital billboard. *As a result, less than significant impacts on natural or riparian habitats would result.*

C. *Would the project have a substantial adverse effect on Federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means? ● No Impact.*

According to the U.S. Fish and Wildlife Service National Wetlands Inventory, Wetlands Mapper, the forested wetland located approximately 300 feet south of the proposed digital billboard is classified as a Freshwater Forested/Shrub Wetland habitat.[27] The proposed project will not remove, fill, or interrupt the flow of the San Gabriel River (located approximately 2,400 feet northwest of the project site) because the proposed project will be restricted to the designated project site and will not intrude on the San Gabriel River. *As a result, the proposed project would not impact any protected wetland area.*

[24] Audubon. *Willow flycatcher*. http://birds.audubon.org/birds/willow-flycatcher

[25] US Fish and Wildlife Service. *Sacramento Fish and Wildlife Office, Public Advisory*. http://www.fws.gov/sacramento/outreach/Public-Advisories/WesternYellow-BilledCuckoo/outreach_PA_Western-Yellow-Billed-Cuckoo.htm

[26] Center for Plant Conservation. Orcuttia Californica. http://www.centerforplantconservation.org/collection/ cpc_viewprofile.asp.
[27] U.S. Fish and Wildlife Service. National Wetlands Inventory. https://fwsprimary.wim.usgs.gov/wetlands/apps/wetlands-mapper/

D. *Would the project interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory life corridors, or impede the use of native wildlife nursery sites? ● No Impact.*

As indicated previously, the project site is located in the midst of an urban area and there are no natural bodies of water located in the vicinity of the project site. In addition, there are no bodies of water that could provide a habitat for migratory birds. Constant disturbance (noise and vibration) from vehicles traveling on the adjacent I-605 Freeway further limits the installation site's utility as a migration corridor. The aforementioned conditions restrict the site's utility as a migration corridor because the site lacks adequate suitable habitat for migratory species. *As a result, no impacts will occur.*

E. *Would the project conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance? ● No Impact.*

No protected tree species or "Heritage Trees" are located within the project site boundaries. No trees are located within the project site boundaries. *As a result, no impacts would occur.*

F. *Would the project conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or State habitat conservation plan? ● No Impact.*

According to the Conservation Plans and Agreements Database, no Habitat Conservation Plans or Natural Community Conservation Plans are applicable to the proposed project. Therefore, no conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan will occur. *As a result, no impacts would occur.* In addition, the closest Significant Ecological Area to the project site is the Puente Hills Significant Ecological Area (SEA), located approximately 2,800 feet northwest of the project site.[28] The proposed project will be restricted to the project site and will not impact the Puente Hills SEA. *As a result, no impacts would occur.*

3.4.3 CUMULATIVE IMPACTS

The impacts on biological resources are typically site specific. The proposed project will not involve any loss of protected habitat. Furthermore, the analysis determined that the proposed project will not result in any significant adverse impacts on protected plant and animal species. In addition, the proposed project's implementation will not result in an incremental loss or degradation of those protected habitats found in the Southern California region. As a result, no cumulative impacts on biological resources will be associated with the proposed project's implementation.

3.4.4 MITIGATION MEASURES

The analysis indicated that the proposed project would not result in any significant adverse impacts on biological resources. As a result, no mitigation measures are required.

[28] County of Los Angeles. Significant Ecological Areas (SEA) and Coastal Resource Areas. https://planning.lacounty.gov/wp-content/uploads/2022/10/map_t02-seas.pdf

3.5 CULTURAL RESOURCES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project cause a substantial adverse change in the significance of a historical resource pursuant to §15064.5?				✖
B. Would the project cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5?				✖
C. Would the project disturb any human remains, including those interred outside of dedicated cemeteries?				✖

3.5.1 THRESHOLDS OF SIGNIFICANCE

A project will normally have a significant adverse impact on cultural resources if it results in any of the following:

- A substantial adverse change in the significance of a historical resource as defined in §15064.5 of the State CEQA Guidelines;
- A substantial adverse change in the significance of an archaeological resource pursuant to §15064.5 of the State CEQA Guidelines;
- The disturbance of any human remains, including those interred outside of formal cemeteries.

3.5.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project cause a substantial adverse change in the significance of a historical resource as defined in §15064.5 of the State CEQA Guidelines? ● No Impact.*

To be considered eligible for the National Register, a property must meet the *National Register Criteria for Evaluation*. This evaluation involves the examination of the property's age, integrity, and significance. A property may be historic if it is old enough to be considered historic (generally considered to be at least 50 years old and appearing the way it did in the past). Significance may be determined if the property is associated with events, activities, or developments that were important in the past, with the lives of people who were important in the past, or represents significant architectural, landscape, or engineering elements. Ordinarily, properties that have achieved significance within the past 50 years are not considered eligible for the National Register. However, such properties *will qualify* if they are integral parts of districts that do meet the criteria or if they fall within the following categories:

- A religious property deriving primary significance from architectural or artistic distinction or historical importance;
- A building or structure removed from its original location but which is primarily significant for architectural value, or which is the surviving structure most importantly associated with a historic person or event;

- A birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building associated with his or her productive life;
- A cemetery that derives its primary importance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events;
- A reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan and when no other building or structure with the same association has survived;
- A property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own exceptional significance; or,
- A property achieving significance within the past 50 years if it is of exceptional importance.

A search was conducted using the California Historical Resources database available at the California Office of Historic Preservation website to identify the presence of historic structures within the project site. The search through the State's registrar yielded no results.[29] In addition, a second search was conducted using the National Registrar of Historic Places. Again, the search yielded no results.[30] Two 14 feet by 48 feet LED board would be angled towards each other to be shaped as a "V" to allow visibility to drivers traveling northbound and southbound on the Interstate 605 (I-605). The maximum height of the billboard would be 70 feet tall. The project site recently completed the construction of an industrial warehouse, with the site paved with concrete. This newly constructed cross-dock distribution facility includes 61 dock high truck doors as well as 53 on-site trailer and 20 truck tractor parking. The digital billboard would be located at the southwest corner of the building near Baybar Road. The proposed project would be confined to the lot which is currently in construction for an industrial development. In addition, the project site does not appear on any State or Federal historic register. *As a result, no impacts would occur.*

B. *Would the project cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5 of the State CEQA Guidelines? ● No Impact.*

The project site recently completed the construction of a 40,898 square foot industrial warehouse, with the site paved with concrete. This newly constructed cross-dock distribution facility includes 61 dock high truck doors as well as 53 on-site trailer and 20 truck tractor parking. The digital billboard would be located at the southwest corner of the building near Baybar Road. The estimated column depth for the electronic sign's support would be 30-feet and the footing diameter would be 5.5 feet (i.e. the column diameter would be approximately 4-feet). This results in an export of between 28 to 144 cubic yards of earth. The amount of disturbance within the existing surface parking lot would be minimal. *Since the proposed project would be constructed on an existing built-up project site, no impacts would occur.*

[29] California Office of Historic Preservation. California Historical Resources. http://ohp.parks.ca.gov/ListedResources/?view=countyandcriteria=19

[30] National Park Service, U.S. Department of the Interior. *National Registrar of Historic Places*. http://nrhp.focus.nps.gov/natreghome.do?searchtype=natreghome

C. *Would the project disturb any human remains, including those interred outside of formal cemeteries?*
● *Less than Significant Impact.*

There are no cemeteries present on-site and in the surrounding areas. The site is currently occupied by urban development. In the event that an un-recorded burial is encountered, conformance to the Health and Safety Code § 7050.5 will be required. The Code section requires the project to halt until the County coroner has made the necessary findings as to the origin and disposition of the remains pursuant to Public Resources Code § 5097.98. Should human remains or archaeological resources be encountered, all construction activities must stop and the Los Angeles County Sheriff must be contacted. CEQA Guidelines §15064.5 of CEQA also regulates the identification of significant archaeological resources and their salvage. This section of CEQA, among other things, incorporates provisions previously contained in Appendix K of the Guidelines. *The aforementioned requirements would reduce the impacts to levels that are less than significant.*

3.5.3 CUMULATIVE IMPACTS

The potential environmental impacts related to cultural resources are site specific. Furthermore, the analysis herein also determined that the proposed project would not result in any impacts on cultural resources. As a result, no cumulative impacts will occur as part of the proposed project's implementation.

3.5.4 MITIGATION MEASURES

The analysis indicated that the proposed project would not result in any significant adverse impacts on cultural resources. As a result, no mitigation measures are required.

3.6 ENERGY

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project result in a potentially significant environmental impact due to wasteful, inefficient, or unnecessary consumption of energy resources during project construction or operation?			✖	
B. Would the project conflict with or obstruct a State or local plan for renewable energy or energy efficiency?			✖	

3.6.1 THRESHOLDS OF SIGNIFICANCE

A project will normally have a significant adverse impact on cultural resources if it results in any of the following:

- A potentially significant environmental impact due to wasteful, inefficient, or unnecessary consumption of energy resources during project construction or operation; or,
- A conflict with or obstruct a State or local plan for renewable energy or energy efficiency.

3.6.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project result in a potentially significant environmental impact due to wasteful, inefficient, or unnecessary consumption of energy resources during project construction or operation? ● Less than Significant Impact.*

A number of variables will affect the potential power consumption of an electronic billboard including sign face size, resolution (how close pixels are spaced, also referred to as the diode density), how many LEDs (light emitting diodes) are in each pixel, the color capabilities of the board (tricolor or full color), the image being displayed and the time of day (day-time operation requires more power than night-time operation, as the lit image must compete with the brightness of the sun). The average annual energy consumption for LED billboards in the Los Angeles region is 61,032 kilowatt hours ("kWh"). For purposes of comparison, a typical single family home in the U.S. will consume 11,040 kWh annually.[31] According to the Applicant, the electronic signs will draw 50 amps, which translates to an annual usage of 52,560 kWh. Using these figures, the proposed electronic signs have an annual energy consumption which is less than average for the Los Angeles region. However, this number may be lower depending on the many factors. The proposed electronic signs would use electrical energy and would be constructed pursuant to current electrical codes, including Title 24 of the State Building Code. In addition, the digital billboard would include a photometric sensor that will adjust the intensity of the sign for daytime and nighttime viewing.

The installation of the electronic signs will not result in excessive energy consumption because the materials used in the construction of electronic signs are manufactured off-site and would be installed over a three- to five-day period. The off-site manufacturing of the electronic signs is not subject to this environmental analysis because it is not directly part of the on-site construction. The manufacturing of the electronic signs and other construction materials are done off-site by a company contracted by the Applicant and their manufacturing processes are not subject to this CEQA analysis. Therefore, the proposed project will not result in wasteful, inefficient, or unnecessary consumption of energy during installation or operation. *As a result, the impacts would be less than significant.*

B. *Would the project conflict with or obstruct a state or local plan for renewable energy or energy efficiency? ● Less Than Significant Impact.*

The California Public Utilities Commission prepared an updated Energy Efficiency Strategic Plan in 2011 with the goal of promoting energy efficiency and a reduction in greenhouse gases (GHG). Assembly Bill 1109, which was adopted in 2007, also serves as a framework for lighting efficiency. This bill requires the State Energy Resources Conservation and Development Commission to adopt minimum energy efficiency standards structured to reduce average statewide electrical energy consumption by not less than 50 percent from the 2007 levels for indoor residential lighting and not less than 25 percent from the 2007 levels for indoor commercial and outdoor lighting by 2018. According to the Energy Efficiency Strategic Plan, lighting comprises approximately one-fourth of California's electricity use while non-residential sector exterior lighting (parking lot, area, walkway, and security lighting) usage comprises 1.4 percent of California's total electricity use, much of which occurs during limited occupancy periods.[32] As indicated in

[31] Young, Gregory. *The Basics of Digital Signage and Energy Consumption.* http://www.scenic.org/storage/documents/EXCERPT_The_Basics_of_Digital_Signage_and_Energy_Consumption.pdf.

[32] California Public Utilities Commission. *Energy Efficiency Strategic Plan*. Plan updated January 2011.

the previous subsection, the project will not result in wasteful, inefficient, or unnecessary consumption of energy during installation or operation. The proposed electronic signs would use electrical energy and would be constructed pursuant to current electrical codes, including Title 24 of the State Building Code. In addition, the digital billboard would include a photometric sensor that will adjust the intensity of the sign for daytime and nighttime viewing. Therefore, the proposed project will not conflict with or obstruct the state's goal of promoting energy and lighting efficiency. *As a result, no impacts would occur.*

3.6.3 CUMULATIVE IMPACTS

The potential environmental impacts related to energy consumption are site specific. Furthermore, the analysis herein also determined that the proposed project would not result in any impacts on energy resources. As a result, no cumulative impacts will occur as part of the proposed project's implementation.

3.6.4 MITIGATION MEASURES

The analysis determined that no mitigation measures would be required.

3.7 GEOLOGY & SOILS

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project, directly or indirectly, cause potential substantial adverse effects, including the risk of loss, injury, or death involving.			✖	
i). Would the project, directly or indirectly, cause rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault; Refer to Division of Mines and Geology Special Publication 42.			✖	
ii). Would the project, directly or indirectly, cause Strong seismic ground shaking?			✖	
iii). Would the project, directly or indirectly, cause seismic-related ground failure, including liquefaction;			✖	
iv). Would the project, directly or indirectly, cause landslides?			✖	
B. Would the project result in substantial soil erosion or the loss of topsoil?			✖	
C. Would the project be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?			✖	
D. Would the project be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial direct or indirect risks to life or property?				✖
E. Would the project have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of wastewater?				✖

3.7.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant adverse impact on the environment if it results in the following:

- The exposure of people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving rupture of a known earthquake fault (as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault), ground-shaking, liquefaction, or landslides;
- Substantial soil erosion resulting in the loss of topsoil;
- The exposure of people or structures to potential substantial adverse effects, including location on a geologic unit or a soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction, or collapse;
- Locating a project on an expansive soil, as defined in the California Building Code, creating substantial risks to life or property; or,
- Locating a project in, or exposing people to potential impacts, including soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater.

3.7.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving rupture of a known earthquake fault (as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault), ground–shaking, liquefaction, or landslides?*
● Less than Significant Impact.

The City is located in a seismically active region with many major and minor local faults traverse the entire Southern California region. Earthquakes from several active and potentially active faults in the Southern California region could affect the proposed installation site. The nearby faults are summarized below:

- *East Montebello Fault*. The East Montebello Fault is located approximately 2 miles northwest of the project site.
- *Whittier-Elsinore Fault*. The Whittier fault extends over 20 miles from the Whittier Narrows area continuing southeasterly to the Santa Ana River where it merges with the southeasterly trending Elsinore fault. These two faults, combined with smaller faults, form the Whittier-Elsinore fault zone. The Whittier-Elsinore Fault is located approximately 1.5 miles southwest of the project site.
- *Walnut Creek Fault*. The Walnut Creek fault is located approximately 4.5 miles northeast of the project site.

In 1972, the Alquist-Priolo Earthquake Zoning Act was passed in response to the damage sustained in the

1971 San Fernando Earthquake.[33] The Alquist-Priolo Earthquake Fault Zoning Act's main purpose is to prevent the construction of buildings used for human occupancy on the surface trace of active faults.[34] The City of Pico Rivera is not on the list; therefore, no risk from potential fault rupture is anticipated.[35] According to the United States Geological Survey, liquefaction is the process by which water-saturated sediment temporarily loses strength and acts as a fluid. Essentially, liquefaction is the process by which the ground soil loses strength due to an increase in water pressure following seismic activity. The risk of liquefaction is no greater for the project site than the rest of the City. Lastly, the project site is not at risk for landslides. The proposed project is at no greater risk for ground shaking, fault rupture, and liquefaction than the rest of the City. *Therefore, the impacts would be less than significant*.

B. *Would the project expose people or structures to potential substantial adverse effects, including substantial soil erosion or the loss of topsoil? ● Less than Significant Impact*.

The United States Department of Agriculture (USDA) Web Soil Survey was consulted to determine the nature of the soils that underlie the installation sites. According to the Web Soil Survey, the installation site is underlain by Urban Land-Sorrento-Arbolado soils association. This type of soil is well drained, medium runoff, and are over 60 inches deep with high water permeability. The estimated column depth for the electronic sign's support would be 30-feet and the footing diameter would be 5.5 feet (i.e. the column diameter would be approximately 4-feet). This results in an export of between 28 to 144 cubic yards of earth. The amount of disturbance within the existing surface parking lot would be minimal. *The potential impacts from soil erosion are expected to be less than significant*.

C. *Would the project expose people or structures to potential substantial adverse effects, including location on a geologic unit or a soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction, or collapse? ● Less than Significant Impact.*

Lateral spreading is a phenomenon that is characterized by the horizontal, or lateral, movement of the ground. Lateral spreading could be liquefaction-induced or can be the result of excess moisture within the underlying soils. As previously indicated, no liquefaction risk is present. Subsidence occurs via soil shrinkage and is triggered by a significant reduction in an underlying groundwater table, thus causing the earth on top to sink. Shrinking and swelling is influenced by the amount of clay present in the underlying soils. As previously mentioned, the proposed electronic sign would be subject to all applicable City and state building regulations, including the California Building Code to ensure that potential impacts are addressed. *As a result, the impacts would be less than significant*.

D. *Would the project result in or expose people to potential impacts, including location on expansive soil, as defined in Uniform Building Code (2010), creating substantial risks to life or property? ● No Impact.*

The installation site is underlain by Urban Land-Sorrento-Arbolado soils association. This type of soil is

[33] California Department of Conservation. *Alquist-Priolo Earthquake Fault Zones*. https://www.conservation.ca.gov/cgs/alquist-priolo.
[34] California Department of Conservation. *Alquist-Priolo Earthquake Fault Zones*. https://www.conservation.ca.gov/cgs/alquist-priolo.
[35] California Department of Conservation. *Alquist-Priolo Earthquake Fault Zones*. https://www.conservation.ca.gov/cgs/alquist-priolo.

well drained, medium runoff, and are over 60 inches deep with high water permeability. As previously mentioned, the proposed electronic signs will be subject to all applicable City and state building regulations, including the California Building Code to ensure that potential impacts are less than significant. *As a result, the impacts would be less than significant.*

E. *Would the project result in or expose people to potential impacts, including soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater? ● No Impact.*

No septic tanks will be used as part of proposed digital sign project. *As a result, no impacts associated with the use of septic tanks or alternative wastewater disposal systems will occur as part of the proposed project.*

3.7.3 CUMULATIVE IMPACTS

The potential cumulative impact related to earth and geology is typically site specific. Furthermore, the analysis herein determined that the proposed project would not result in significant adverse impacts related to landform modification, grading, or the destruction of a geologically significant landform or feature. As a result, no cumulative earth and geological impacts will occur as part of the proposed project's implementation.

3.7.4 MITIGATION MEASURES

The analysis determined that the proposed project would not result in any significant adverse impacts related to earth and geology. As a result, no mitigation measures are required.

3.8 GREENHOUSE GAS EMISSIONS

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?			✖	
B. Would the project conflict with an applicable plan, policy, or regulation adopted for the purpose of reducing the emissions of greenhouse gases?			✖	

3.8.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant adverse impact on greenhouse gas emissions if it results in any of the following:

- The generation of greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment; and,

- The potential for conflict with an applicable plan, policy, or regulation adopted for the purpose of reducing emissions of greenhouse gases.

The accumulation of GHG in the atmosphere regulates the earth's temperature. Without these natural GHG, the Earth's surface would be about 61°F cooler. However, emissions from fossil fuel combustion have elevated the concentrations of GHG in the atmosphere to above natural levels. These man-made GHG will have the effect of warming atmospheric temperatures with the attendant impacts of changes in the global climate, increased sea levels, and changes to the worldwide biome. The major GHG that influences global warming are described below.

- *Water Vapor*. Water vapor is the most abundant GHG present in the atmosphere. While water vapor is not considered a pollutant, it remains in the atmosphere and maintains a climate necessary for life. Changes in the atmospheric concentration of water vapor are directly related to the warming of the atmosphere rather than a direct result of industrialization. As the temperature of the atmosphere rises, more water is evaporated from ground storage (rivers, oceans, reservoirs, soil). Because the air is warmer, the relative humidity can be higher (in essence, the air is able to "hold" more water when it is warmer), leading to more water vapor in the atmosphere. As a GHG, the higher concentration of water vapor is then able to absorb more thermal indirect energy radiated from the Earth, thus further warming the atmosphere. When water vapor increases in the atmosphere, more of it will eventually also condense into clouds, which are more able to reflect incoming solar radiation. This will allow less energy to reach the Earth's surface thereby affecting surface temperatures.
- *Carbon Dioxide (CO_2)*. The natural production and absorption of CO_2 is achieved through the terrestrial biosphere and the ocean. Human-made sources of CO_2 include the burning coal, oil, natural gas, and wood. Since the industrial revolution began in the mid-1700's, these activities have increased the atmospheric concentrations of CO_2. Prior to the industrial revolution, concentrations were fairly stable at 280 parts per million (ppm), from the International Panel on Climate Change (IPCC Fifth Assessment Report, 2014). Emissions of CO_2 from fossil fuel combustion and industrial processes contributed about 78% of the total GHG emissions increase from 1970 to 2010, with a similar percentage contribution for the increase during the period 2000 to 2010.
- *Methane (CH_4)*. CH_4 is an extremely effective absorber of radiation, although its atmospheric concentration is less than that of CO_2. Methane's lifetime in the atmosphere is brief (10 to 12 years), compared to some other GHGs (such as CO_2, N_2O, and Chlorofluorocarbons (CFCs). CH_4 has both natural and anthropogenic sources. It is released as part of the biological processes in low oxygen environments, such as in swamplands or in rice production (at the roots of the plants). Over the last 50 years, human activities such as growing rice, raising cattle, using natural gas, and mining coal have added to the atmospheric concentration of methane. Other human-related sources of methane production include fossil-fuel combustion and biomass burning.
- *Nitrous Oxide (N_2O)*. Concentrations of N_2O also began to increase at the beginning of the industrial revolution. In 1998, the global concentration of this GHG was documented at 314 parts per billion (ppb). N_2O is produced by microbial processes in soil and water, including those reactions which occur in fertilizer containing nitrogen. In addition to agricultural sources, some industrial processes (fossil fuel-fired power plants, nylon production, nitric acid production, and

vehicle emissions) also contribute to its atmospheric load. It is also commonly used as an aerosol spray propellant.

- *Chlorofluorocarbons (CFC).* CFCs are gases formed synthetically by replacing all hydrogen atoms in methane or ethane (C_2H_6) with chlorine and/or fluorine atoms. CFCs are nontoxic, nonflammable, insoluble, and chemically unreactive in the troposphere (the level of air at the Earth's surface). CFCs have no natural source but were first synthesized in 1928. It was used for refrigerants, aerosol propellants, and cleaning solvents. Due to the discovery that they are able to destroy stratospheric ozone, a global effort to halt their production was undertaken and in 1989 the European Community agreed to ban CFCs by 2000 and subsequent treaties banned CFCs worldwide by 2010. This effort was extremely successful, and the levels of the major CFCs are now remaining level or declining. However, their long atmospheric lifetimes mean that some of the CFCs will remain in the atmosphere for over 100 years.
- *Hydrofluorocarbons (HFC).* HFCs are synthetic man-made chemicals that are used as a substitute for CFCs. Out of all the GHGs, they are one of three groups with the highest global warming potential. The HFCs with the largest measured atmospheric abundances are (in order), HFC-23 (CHF_3), HFC-134a (CF_3CH_2F), and HFC-152a (CH_3CHF_2). Prior to 1990, the only significant emissions were HFC-23. HFC-134a use is increasing due to its use as a refrigerant. Concentrations of HFC-23 and HFC-134a in the atmosphere are now about 10 parts per trillion (ppt) each. Concentrations of HFC-152a are about 1 ppt. HFCs are human-made and used for applications such as automobile air conditioners and refrigerants.
- *Perfluorocarbons (PFC).* PFCs have stable molecular structures and do not break down through the chemical processes in the lower atmosphere. High-energy ultraviolet rays about 60 kilometers above Earth's surface are able to destroy the compounds. Because of this, PFCs have very long lifetimes, between 10,000 and 50,000 years. Two common PFCs are tetrafluoromethane (CF_4) and hexafluoroethane (C_2F_6). Concentrations of CF_4 in the atmosphere are over 70 ppt. The two main sources of PFCs are primary aluminum production and semiconductor manufacturing.
- *Sulfur Hexafluoride (SF_6).* SF_6 is an inorganic, odorless, colorless, nontoxic, nonflammable gas. SF_6 has the highest global warming potential of any gas evaluated; 23,900 times that of CO_2. Concentrations in the 1990s where about 4 ppt. Sulfur hexafluoride is used for insulation in electric power transmission and distribution equipment, in the magnesium industry, in semiconductor manufacturing, and as a tracer gas for leak detection.

3.8.2 ENVIRONMENTAL ANALYSIS

A. *Would the project generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment? ● Less than Significant Impact.*

The State of California requires CEQA documents to do an evaluation of greenhouse gas (GHG) emissions or gases that trap heat in the atmosphere. GHG are emitted by both natural processes and human activities. Examples of GHG that are produced both by natural and industrial processes include carbon dioxide (CO2), methane (CH4), and nitrous oxide (N2O). Carbon dioxide equivalent, or CO2E, is a term that is used for describing different greenhouses gases in a common and collective unit. The SCAQMD established the 3,000 MTCO2 threshold for residential land uses. As indicated in Table 3-4, the operational CO2E is 7.63 MTCO2 per year, which is well below the threshold.

Table 3-4 Greenhouse Gas Emissions (Metric Tons/Year)

Source	GHG Emissions (MT/Yr)			
	CO2	CH4	N2O	CO2E
Long-Term – Mobile Emissions	0	0	0	0
Long-Term – Area Emissions	--	--	--	--
Long-Term – Energy Emissions	12.7	--	--	12.7
Long-Term – Total Emissions	12.7	--	--	12.7
Total Construction Emissions	7.59	--	--	7.63
Significance Threshold				**3,000 MTCO2E**

Source: CalEEMod Version 2022.1.1.29

As indicated in Table 3-4, the majority of the GHG emissions (12.7 MTCO2E) would originate from energy emissions. *As a result, the potential impacts are considered to be less than significant.*

B. *Would the project conflict with an applicable plan, policy or regulation adopted for the purpose of reducing emissions of greenhouse gases? ● Less than Significant Impact.*

The passage of Assembly Bill (AB) 32, the California Global Warming Solutions Act of 2006, established the California target to achieve reductions in GHG to 1990 GHG emission levels by the year 2020.[36] As indicated previously, the installation and operation of the proposed electronic sign will result in the generation of a limited amount of emissions that will be below the SCAQMD's thresholds (refer to Table 3-2). The only operational emissions will involve vehicle trips made by maintenance vehicles and off-site emissions for electricity generation to power the electronic signs, which are minimal. As indicated in Section 3.6, Energy, A, the electronic signs will not result in wasteful, inefficient, or unnecessary consumption of energy during installation or operation. Furthermore, the adoption of the Municipal Code Amendment will not involve or require any variance from an adopted plan, policy, or regulation governing GHG emissions. *As a result, no impacts would occur.*

3.8.3 CUMULATIVE IMPACTS

The analysis herein also determined that the proposed project would not result in any significant adverse impacts related to the emissions of greenhouse gases. As a result, no significant adverse cumulative impacts will result from the proposed project's implementation.

3.8.4 MITIGATION MEASURES

The analysis of potential impacts related to greenhouse gas emissions indicated that no significant adverse impacts would result from the proposed project's approval and subsequent implementation. As a result, no mitigation measures are required.

[36] California, State of. OPR Technical Advisory – *CEQA and Climate Change: Addressing Climate Change through the California Environmental Quality Act (CEQA) Review*. June 19, 2008.

3.9 HAZARDS & HAZARDOUS MATERIALS

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?			✖	
B. Would the project create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?				✖
C. Would the project emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?				✖
D. Would the project be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?				✖
E. Would the project for a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard or excessive noise for people residing or working in the project area?				✖
F. Would the project impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?				✖
G. Would the project expose people or structures, either directly or indirectly, to a significant risk of loss, injury, or death involving wildland fires?				✖

3.9.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant adverse impact on risk of upset and human health if it results in any of the following:

- The creation of a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials;
- The creation of a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment;
- The generation of hazardous emissions or the handling of hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school;
- Locating the project on a site that is included on a list of hazardous material sites compiled pursuant to Government Code Section 65962.5 resulting in a significant hazard to the public or the environment;
- Locating the project within an area governed by an airport land use plan, or where such a plan has not been adopted, within two miles of a public airport or a public use airport;

- The impairment of the implementation of, or physical interference with, an adopted emergency response plan or emergency evacuation plan; or,
- The exposure of people or structures to a significant risk of loss, injury, or death involving wild land fire, including where wild lands are adjacent to urbanized areas or where residences are intermixed with wild lands.

3.9.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials? ● Less than Significant Impact.*

The project's construction would require the use of diesel fuel to power the construction equipment. The diesel fuel would be properly sealed in tanks and would be transported to the site by truck. Other hazardous materials that would be used on-site during the project's construction phases include, but are not limited to, gasoline, solvents, architectural coatings, and equipment lubricants. These products are strictly controlled and regulated and in the event of any spill, cleanup activities would be required to adhere to all pertinent protocols. Once in operation, the proposed project will not involve the transport, use, or disposal of hazardous materials. *As a result, less than significant impacts would occur.*

B. *Would the project create a significant hazard to the public or the environment, or result in reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment? ● No Impact.*

Government Code Section 65962.5 refers to the Hazardous Waste and Substances Site List, commonly known as the Cortese List, maintained by the California Department of Toxic Substances Control. A search of the EnviroStor database determined that there are no Cortese sites located within the project site.[37] The United States Environmental Protection Agency's multi-system search Envirofacts was consulted and it was determined that the installation sites were not listed within the database.[38] The installation site is not identified by any regulatory agency as having a known and recorded hazardous materials spills, releases or environmental-related violations. *As a result, no impacts would result.*

C. *Would the project emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school? ● No Impact.*

The nearest school is the Mill Elementary School located approximately 2,250 feet to the southeast of the site. The proposed electronic billboard would not generate any emissions of hazardous substances or the handling of any hazardous materials, substances, or waste. The proposed project will also not involve any changes to the surrounding environment which could result in the release of hazardous materials. *As a result, no impacts will occur.*

[37] California, State of, Department of Toxic Substances Control, *DTSC's Hazardous Waste and Substances Site List - Site Cleanup (Cortese List),* 2022.

[38] United States Environmental Protection Agency. *EnviroMapper. https://enviro.epa.gov/envirofacts/enviromapper/search.*

D. *Would the project be located on a site, which is included on a list of hazardous material sites compiled pursuant to Government Code Section 65962.5, and, as a result, would it create a significant hazard to the public or the environment? ● No Impact.*

A review was conducted using the California Department of Toxic Substances Control (DTSC) Envirostor database. The project site is not included in the list of Cortese sites.[39] As a result, no impacts are anticipated to occur regarding the placement of the proposed project on a Federal or State designated hazardous waste site. *As a result, no impacts would occur.*

E. *Would the project be located within an airport land use plan, or where such a plan has not been adopted, within two miles of a public airport or a public use airport, would the project result in a safety hazard for people residing or working in the project area? ● No Impact.*

The project site is not located within two miles of an operational public airport. The nearest airport is the San Gabriel Valley Airport located approximately 4.17 miles to the north of the site. As a result, the proposed project will not present a safety hazard related to aircraft or airport operations at a public use airport to people residing or working in the project area. *As a result, no impacts would occur.*

F. *Would the project impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan? ● No Impact.*

The installation of the electronic sign would require the use of drilling rigs for excavation of the dirt and cranes for the placement of the electronic sign. The installation site is located within a surface parking area located outside of the public street right-of-way. The proposed installation would not result in the impairment of the implementation of, or physically interfere with an adopted emergency response plan or emergency evacuation route. The removal of the old sign would require an encroachment permit from the City though it would leave access for the other travel lanes to be used by emergency vehicles. *As a result, no impacts would occur.*

G. *Would the project expose people or structures to a significant risk of loss, injury, or death involving wild lands fire, including where wild lands are adjacent to urbanized areas or where residences are intermixed with wild lands? ● No Impact.*

The area surrounding the proposed digital billboard is developed and there are no areas containing natural vegetation that could lead to a wildfire. There are no impacts associated with potential wildfires from off-site locations. *As a result, no impacts are anticipated.*

3.9.3 CUMULATIVE IMPACTS

The potential impacts related to hazardous materials are site specific. Furthermore, the analysis herein also determined that the implementation of the proposed project would not result in any significant adverse impacts related to hazards and/or hazardous materials. As a result, no significant adverse

[39] California, State of, Department of Toxic Substances Control, *DTSC's Hazardous Waste and Substances Site List - Site Cleanup (Cortese List),* 2022.

cumulative impacts related to hazards or hazardous materials will result from the proposed project's implementation.

3.9.4 MITIGATION MEASURES

The environmental analysis determined that there would not be a potential for hazardous materials impacts and no mitigation is required.

3.10 HYDROLOGY & WATER QUALITY

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or groundwater quality?				✖
B. Would the project substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin?			✖	
C. Would the project substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces, in a manner which would:				✖
i). Would the project result in substantial erosion or siltation on- or off-site;				✖
ii). Would the project result substantially increase the rate or amount of surface runoff in a manner in which would result in flooding on- or off-site.				✖
iii). Would the project create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff; or				✖
iv). Would the project impede or redirect flood flows?				✖
D. Would the project conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan?				✖

3.10.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant adverse environmental impact on water resources or water quality if it results in any of the following:

- A violation of any water quality standards or waste discharge requirements;
- A substantial depletion of groundwater supplies or interference with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level;

- A substantial alteration of the existing drainage pattern of the site or area through the alteration of the course of a stream or river in a manner that would result in substantial erosion or siltation on- or off-site;

- A substantial alteration of the existing drainage pattern of the site or area, including the alteration of the course of a stream or river, in a manner that would result in flooding on- or off-site;

- The creation or contribution of water runoff that would exceed the capacity of existing or planned storm water drainage systems or the generation of substantial additional sources of polluted runoff;

- The substantial degradation of water quality;

- The placement of housing within a 100-year flood hazard area as mapped on a Federal Flood Hazard Boundary, Flood Insurance Rate Map, or other flood hazard delineation map;

- The placement of structures within 100-year flood hazard areas that would impede or redirect flood flows;

- The exposure of people or structures to a significant risk of flooding as a result of dam or levee failure; or,

- The exposure of a project to inundation by seiche, tsunami, or mudflow.

3.10.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project violate any water quality standards or waste discharge requirements? ● No Impact.*

The United States Department of Agriculture (USDA) Web Soil Survey was consulted to determine the nature of the soils that underlie the installation sites. According to the Web Soil Survey, the installation site is underlain by Urban Land-Sorrento-Arbolado soils association. This type of soil is well drained, medium runoff, and are over 60 inches deep with high water permeability. However, each electronic sign will only occupy 5 square feet of land area and will not introduce impermeable land cover to any of the installation sites. Overall, the proposed project will not involve any physical features or activities that would lead to erosion or the contamination of stormwater runoff. *As a result, no impacts would occur.*

B. *Would the project substantially deplete groundwater supplies or interfere substantially with groundwater recharge in such a way that would cause a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of a pre-existing nearby well would drop to a level which would not support existing land uses or planned uses for which permits have been granted)? ● No Impact.*

A search was conducted through the Regional Water Quality Control Board's on-line database Geotracker to identify the presence of any natural underground water wells within or adjacent to the installation site. The estimated column depth for the electronic sign's support would be 30-feet and the footing diameter

would be 5.5 feet (i.e. the column diameter would be approximately 4-feet). This results in an export of between 28 to 144 cubic yards of earth. The amount of disturbance within the existing surface parking lot would be minimal. The search yielded no results.[40] Therefore, excavation activities will not encounter and deplete groundwater supplies from any underlying aquifer. In addition, the digital billboard would only occupy approximately 5 square feet of land area and will not interfere substantially with groundwater recharge. In addition, the operation of the electronic signs will not involve water use and will not deplete groundwater supplies. *As a result, no impacts would occur.*

C. *Would the project substantially alter the existing drainage pattern of the site or area, including the alteration of the course of a stream or river, in a manner which would result in substantial erosion? ● No Impact.*

The project site is newly constructed and paved over with concrete. The installation of the digital billboard would not alter the existing drainage pattern of the site or area since the digital billboard would only occupy approximately 5 square feet of land area. *As a result, no impacts would occur.*

***D**. Would the project place housing within a 100-year flood hazard area as mapped on a Federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map? ● No Impact.*

The installation of the digital billboard would not result in minimal ground disturbance. The footprint of the pylon support structures will be minimal (5 square feet) and will not lead to a substantial amount of impervious surfaces. In addition, the digital billboard would not utilize any materials or equipment that could lead to surface water pollution and the project would not result in a conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan. As a result, no impacts will occur.

3.10.3 CUMULATIVE IMPACTS

The potential impacts related to hydrology and storm water runoff are typically site specific. Furthermore, the analysis determined that the implementation of the proposed project would not result in any significant adverse impacts. As a result, no cumulative impacts are anticipated.

3.10.4 MITIGATION MEASURES

The analysis determined that no impacts would occur and no mitigation would be required.

[40] Geotracker GAMA. https://gamagroundwater.waterboards.ca.gov/gama/gamamap/public/default.asp Website accessed December 12, 2024.

3.11 LAND USE & PLANNING

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project physically divide an established community?				✖
B. Would the project cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect?				✖

3.11.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant impact on land use and development if it results in any of the following:

- The disruption or division of the physical arrangement of an established community; or
- A conflict with an applicable land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect.

3.11.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project physically divide or disrupt an established community or otherwise result in an incompatible land use?* ● *No Impact.*

The City of Pico Rivera is reviewing an application to construct a new 14 feet by 48 feet LED "V" shaped billboard. Two 14 feet by 48 feet LED board would be angled towards each other to be shaped as a "V" to allow visibility to drivers traveling northbound and southbound on the Interstate 605 (I-605). The maximum height of the billboard would be 70 feet tall. The project site recently completed the construction of a 40,898 square foot industrial warehouse, with the site paved with concrete. This newly constructed cross-dock distribution facility includes 61 dock high truck doors as well as 53 on-site trailer and 20 truck tractor parking. The digital billboard would be located at the southwest corner of the building near Baybar Road. The proposed project site's current zoning is *General Industrial (I-G)* and the current General Plan designation is *Industrial (I)*. Existing uses found in the vicinity of the project site are summarized below:

- *North of the Project Site*. Baybar Road is located to the north of the project site. Further north is the San Gabriel River Freeway, Interstate 605. North of the freeway are open spaces and the Pico Rivera Sports Arena. This area is designated as *Park/Open Space (P-OS)* in the City's General Plan and the zoning designation is *Open Spaces (O-S)*.
- *South of the Project Site*. Industrial buildings are located south of the project. This area is located in the City of Industry area and is designated as Employment in the City of Industry's General Plan and the zoning designation is Industrial.
- *West of the Project Site*. Baybar Road is located to the west of the project site. Further west is the San Gabriel River Freeway, Interstate 605. West of the freeway are open spaces. This area is

designated as *Park/Open Space (P-OS)* in the City's General Plan and the zoning designation is *Open Spaces (O-S)*.

- *East of the Project Site*. Industrial buildings are located east of the project. This area is located in the City of Industry area and is designated as *Employment* in the City of Industry's General Plan and the zoning designation is *Industrial*.

Due to the nature of the project and its minimal land coverage, the project will not lead to any division of an existing established neighborhood. *As a result, no impacts would occur.*

B. *Would the project conflict with an applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including but not limited to, a general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect? ● No Impact.*

The zoning designation that is applicable to the project site is *General Industrial (I-G)* while the corresponding General Plan designation is *Industrial (I)*. No zone change or general-plan amendment would be required to implement the project. The proposed project would not significantly conflict with any land use plan, policy, or regulation. *As a result, the impact would be less than significant.*

3.11.3 CUMULATIVE IMPACTS

The potential cumulative impacts with respect to land use are site specific. Furthermore, the analysis determined that the proposed project will not result in any significant adverse impacts. As a result, no significant adverse cumulative land use impacts will occur.

3.11.4 MITIGATION MEASURES

The analysis determined that no significant adverse impacts on land use and planning would result from the implementation of the proposed project. As a result, no mitigation measures are required.

3.12 MINERAL RESOURCES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?				✖
B. Would the project result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?				✖

3.12.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant adverse impact on energy and mineral resources if it results in any of the following:

- The loss of availability of a known mineral resource that would be of value to the region and the residents of the State; or,
- The loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan, or other land use plan.

3.12.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project result in the loss of availability of a known mineral resource that would be of value to the region and the residents or the State? ● No Impact.*

The project site is newly constructed and paved over with concrete. The estimated column depth for the electronic sign's support would be 30-feet and the footing diameter would be 5.5 feet (i.e. the column diameter would be approximately 4-feet). This results in an export of between 28 to 144 cubic yards of earth. The amount of disturbance within the existing surface parking lot would be minimal. According to the California Department of Conservation Division of Oil, Gas, and Geothermal Resources (DOGGR) Well Finder, there are no existing or former oil wells and/or oil extraction activities located within the installation sites.[41] Furthermore, the project area is not located within a Significant Mineral Aggregate Resource Area (SMARA) nor is it located in an area with active mineral extraction activities. *As a result, no impacts on available mineral and energy resources are anticipated.*

B. *Would the project result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan, or other land use plan? ● No Impact.*

As previously mentioned, no mineral, oil, or energy extraction and/or generation activities are located within the installation sites. Moreover, the proposed project will not interfere with any resource extraction activity. *Therefore, no impacts would result.*

3.12.3 CUMULATIVE IMPACTS

The potential impacts on mineral resources are site specific. Furthermore, the analysis determined that the proposed project would not result in any impacts on mineral resources. As a result, no cumulative impacts will occur.

3.12.4 MITIGATION MEASURES

The analysis of potential impacts related to mineral resources indicated that no significant adverse impacts would result from the proposed project's approval and subsequent implementation. As a result, no mitigation measures are required.

[41] California Department of Conservation. *Division of Oil, Gas & Geothermal Resources Well Finder*. https://www.conservation.ca.gov/calgem/Pages/WellFinder.aspx.

3.13 NOISE

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project result in generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?			✖	
B. Would the project result in generation of excessive groundborne vibration or groundborne noise levels?			✖	
C. For a project located within the vicinity of a private airstrip or- an airport land use plan, or where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?				✖

3.13.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant impact on the environment if it results in any of the following:

- The exposure of persons to, or the generation of, noise levels in excess of standards established in the local general plan, noise ordinance, or applicable standards of other agencies;
- The exposure of people to, or generation of, excessive ground-borne noise levels;
- Locating within an area governed by an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or private use airport, where the project would expose people to excessive noise levels.

3.13.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project result in exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?* ● *Less than Significant Impact.*

The installation of the electronic sign would result in short-term (construction-related) noise impacts during the approximate 20 day installation period, though these noise impacts would be minimal. Construction-related noise impacts would not be significant since the new sign would be located next to the I-605 Freeway, thus drowning out construction-related noise due to high ambient noise levels. In addition, the materials used in the construction of electronic signs are manufactured off-site. The electronic sign components would be transported to the individual locations where they would be assembled and installed. A change in traffic noise levels of between 3.0 dBA and 5.0 dBA is generally considered to be the limit where the change in the ambient noise levels may be perceived by persons with normal hearing. It typically requires a doubling of traffic volumes to register a perceptible change (increase) in traffic noise. As indicated in Section 3.17 (Transportation), there will not be any change in the traffic distribution over that which presently exists. The only vehicle trips that will be generated will be

those necessary for installation over the installation period for the digital billboard and those necessary for periodic maintenance. Therefore, the projected traffic generation will not result in a doubling of traffic volumes. The installation sites would be located approximately 2,400 feet away from nearby sensitive receptors (residential uses), thereby eliminating any significant noise impacts on sensitive receptors. The proposed project will not involve the installation of noise-emitting devices. *Therefore, the impacts would be less than significant.*

B. *Would the project result in exposure of people to or generation of excessive ground-borne noise levels? ● Less than Significant Impact.*

Once in operation, the electronic sign would not raise ground-borne noise levels. No mobile (traffic-related) noise or stationary noise will result from the operation of the digital billboard. However, slight increases in ground-borne noise levels could occur during the approximate 20 day construction phase. The increase in noise during the construction phase will be difficult to distinguish due to the high ambient vehicle noise levels that will be present along the surrounding roadways, including the I-605 Freeway. The limited duration of construction activities (approximately 20 days) and the City's construction-related noise control requirements will reduce the potential impacts to levels that are less than significant. Furthermore, the installation site is located approximately 2,400 feet away from nearby sensitive receptors (residential uses), thereby eliminating any significant noise impacts on sensitive receptors. *As a result, the impacts would be less than significant.*

C. *For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels? ● No Impact.*

The project site is not located within two miles of an operational airport. The nearest airport is the San Gabriel Valley Airport located approximately 4.17 miles to the north of the site. *As a result, no impacts are expected with regard to excessive noise levels due to airfields.*

3.13.3 CUMULATIVE IMPACTS

The analysis indicated the proposed project would not result in any significant adverse cumulative noise impacts. As a result, no significant adverse cumulative noise impacts will occur.

3.13.4 MITIGATION MEASURES

The analysis of potential noise impacts indicated that no significant noise impacts would occur as part of the proposed project's approval and subsequent implementation. As a result, no mitigation is required.

3.14 POPULATION & HOUSING

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project induce substantial unplanned population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?			✖	
B. Would the project displace substantial numbers of existing people or housing, necessitating the construction of replacement housing elsewhere?				✖

3.14.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant impact on housing and population if it results in any of the following:

- A substantial growth in the population within an area, either directly or indirectly related to a project; or,
- The displacement of a substantial number of existing housing units, necessitating the construction of replacement housing.

3.14.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project induce substantial population growth in an area, either directly or indirectly (e.g., through projects in an undeveloped area or extension of major infrastructure)? ● Less than Significant Impact.*

Growth-inducing impacts are generally associated with the provision of urban services to an undeveloped or rural area. Growth-inducing impacts include the following:

- New development in an area presently undeveloped and economic factors which may influence development;
- Extension of roadways and other transportation facilities;
- Extension of infrastructure and other improvements;
- Major off-site public projects (treatment plants, etc.);
- The removal of housing requiring replacement housing elsewhere;
- Additional population growth leading to increased demand for goods and services; and,
- Short-term growth-inducing impacts related to the project's construction.

The proposed project involves the installation and operation of a new digital billboard. The digital billboard would not result in any direct or indirect population growth for the City since the digital billboard will not create housing or local employment. The digital billboard is a stand-alone structure which will only require a limited number of construction workers for an approximate 20 day installation period and for periodic maintenance during operations. Furthermore, the new digital billboard is not

considered an extension of infrastructure which could induce population growth. *As a result, no impacts would occur.*

B. *Would the project displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere? ● No Impact.*

The installation site is located within properties that are zoned non-residential and are located in the midst of urban development. No housing units will be displaced. *As a result, no impacts would occur.*

3.14.3 CUMULATIVE IMPACTS

The analysis of potential population and housing impacts indicated that no significant adverse impacts would result from the proposed project's implementation. As a result, no significant adverse cumulative impacts related to population and housing will occur.

3.14.4 MITIGATION MEASURES

The analysis of potential population and housing impacts indicated that no significant adverse impacts would result from the proposed project's approval and subsequent implementation.

3.15 PUBLIC SERVICES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which would cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for any of the public services:				
i). Would the project result in substantial adverse physical impacts associated with Fire protection?				✖
ii). Would the project result in substantial adverse physical impacts associated with Police protection?			✖	
iii). Would the project result in substantial adverse physical impacts associated with Schools?			✖	
iv). Would the project result in substantial adverse physical impacts associated with other public facilities?				✖

3.15.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant adverse impact on public services if it results in any of the following:

- A substantial adverse physical impact associated with the provision of new or physically altered governmental facilities, the construction of which would cause a significant environmental impact in order to maintain acceptable service ratios, response times, or other performance objectives relative to *fire protection services*;
- A substantial adverse physical impact associated with the provision of new or physically altered governmental facilities, the construction of which would cause a significant environmental impact in order to maintain acceptable service ratios, response times, or other performance objectives relative to *police protection services*;
- A substantial adverse physical impact associated with the provision of new or physically altered governmental facilities, the construction of which would cause a significant environmental impact in order to maintain acceptable service ratios, response times, or other performance objectives relative to *school services*; or,
- A substantial adverse physical impact associated with the provision of new or physically altered governmental facilities, the construction of which would cause a significant environmental impact in order to maintain acceptable service ratios, response times, or other performance objectives relative to other *government services*.

3.15.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

i. *Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, the construction of which would cause significant environmental impacts in order to maintain acceptable service ratios, response times, or other performance objectives relative to* fire protection services*? ● No Impact.*

Fire protection and emergency medical services in the city of Pico Rivera are provided by the Los Angeles County Fire Department (LACFD). Services include fire suppression, emergency medical, rescue and fire prevention, and hazardous materials coordination services. The nearest response station is Los Angeles County Fire Department Station 90, located at 10115 Rush Street, approximately 2.15 miles north of the project site. The proposed project would not negatively impact fire protection services since the new digital billboard would be constructed in accordance with current fire and building codes. The proposed digital billboard would not place additional demands on LACFD services since the digital billboard is a stand-alone structure which will not be habitable and will not result in an incremental increase in demand for fire protection services. *As a result, no impacts would occur.*

ii. *Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, the construction of which would cause significant environmental impacts in order to maintain acceptable service ratios, response times, or other performance objectives relative to* police protection*? ● Less than Significant Impact.*

Pico Rivera policing services are provided by the Los Angeles County Sheriff's Department (LASD). The closest Sheriff's station is the Pico Rivera Sheriff's Station located at 6631 Passons Boulevard, 3.70 miles southwest of the project site. According to the LASD, the Pico Rivera Sheriff's Station typically has a daily staffing between 4-7 cars and 1-3 motorcycles. The LASD current response time within the service area is 34.5 minutes for routine calls, 9.3 minutes for priority calls, and 3.6 minutes for emergency calls, which is within policy standards. There are no existing deficiencies in police protection services within the City.

The electronic sign would neither increase police response times nor place a strain on existing or future police resources. In accordance with the City's Municipal Code 18.46.060 Operational Requirements, the "digital billboard shall be connected to the National Emergency Network and provide emergency information, including child abduction alerts (i.e., "Amber Alerts"), in accordance with local and regional first responder protocols." However, there is a possibility for graffiti. The following requirements are listed within the City's Municipal Code and the Applicant shall incorporate the requirement: "Walls or screens at the base of the digital billboard or other support structures shall not create a hazard to public safety or provide an attractive nuisance and shall be continually maintained free from graffiti." The above requirements will be enforced by the City and the Applicant with assistance from the Pico Rivera Police Department and the City's Code Enforcement Division. Graffiti may be reported to City Hall by phone or online. *As a result, the impacts would be less significant.*

iii. *Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, the construction of which would cause significant environmental impacts in order to maintain acceptable service ratios or other performance objectives relative to* school services*? ● Less than Significant Impact.*

The proposed project would not involve any development and/or uses that could potentially affect school enrollments. The proposed project will not result in an increase in population and therefore will not create an incremental demand for school services. *As a result, no impacts on school services will result.*

iv. *Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, the construction of which would cause significant environmental impacts in order to maintain acceptable service ratios, response times, or other performance objectives relative to other* governmental services*? ● No Impact.*

No new governmental services will be needed to serve the facility and the proposed project is not expected to have any impact on existing governmental services. In accordance with the City's Municipal Code 18.46.060 Operational Requirements, the "digital billboard shall be connected to the National Emergency Network and provide emergency information, including child abduction alerts (i.e., "Amber Alerts"), in accordance with local and regional first responder protocols." *As a result, no impacts are anticipated.*

3.15.3 CUMULATIVE IMPACTS

The future development contemplated as part of the proposed project's implementation will not result in an incremental increase in the demand for emergency services. As a result, no cumulative impacts are anticipated.

3.15.4 MITIGATION MEASURES

The analysis of public service impacts indicated that no mitigation would be required.

3.16 RECREATION

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?				✖
B. Would the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?				✖

3.16.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant adverse impact on the environment if it results in any of the following:

- The use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated; or,
- The construction or expansion of recreational facilities, which might have an adverse physical effect on the environment.

3.16.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated? ● No Impact.*

The City of Pico Rivera operates six public parks devoted to active recreation. The project itself will not cause local population growth which could potentially impact local recreational facilities. *As a result, no impacts would occur.*

B. *Would the project affect existing recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment? ● No Impact.*

The proposed project would not involve the construction of new development that would increase the demand for new recreational facilities nor will the project result in the construction or expansion of recreational facilities. *As a result, no impacts will occur.*

3.16.3 CUMULATIVE IMPACTS

The analysis determined the proposed project would not result in any potential impact on recreational facilities and services. As a result, no cumulative impacts on recreational facilities would result from the proposed project's implementation.

3.16.4 MITIGATION MEASURES

The analysis of potential impacts related to parks and recreation indicated that no significant adverse impacts would result from the proposed project's approval and subsequent implementation. As a result, no mitigation measures are required.

3.17 TRANSPORTATION

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project conflict with a plan, ordinance, or policy addressing the circulation system, including transit, roadway, bicycle and pedestrian facilities?				✖
B. Conflict or be inconsistent with CEQA Guidelines §15064.3 subdivision (b)?				✖
C. Would the project substantially increase hazards due to a geometric design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?			✖	
D. Would the project result in inadequate emergency access?				✖

3.17.1 THRESHOLDS OF SIGNIFICANCE

A project will normally have a significant adverse impact on traffic and circulation if it results in any of the following:

- A conflict with an applicable plan, ordinance, or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to, intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit;
- Substantially increases hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment); or,
- Results in inadequate emergency access.

3.17.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project cause a conflict with an applicable plan, ordinance, or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to, intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit? ● No Impact.*

The new digital billboard would be located adjacent to the I-605 Freeway. Given the nature of the proposed project, there will not be any change in the traffic circulation over that which presently exists. The only vehicle trips that will be generated will be those necessary for installation over an approximate 20 day period for the digital sign, and those necessary for periodic maintenance during operations. As a result, no change in the traffic circulation over that which presently exists will result. *As a result, no impacts would occur.*

B. *Would the project result in a conflict with an applicable congestion management program, including but not limited to, level of service standards and travel demand measures, or other standards established by the County Congestion Management Agency for designated roads or highways? ● No Impact.*

According to CEQA Guidelines Section 15064.3 subdivision (b)(1), vehicle miles traveled (VMT) exceeding an applicable threshold of significance may indicate a significant impact. Generally, projects within one-half mile of either an existing major transit stop or a stop along an existing high quality transit corridor should be presumed to cause a less than significant transportation impact. Projects that decrease vehicle miles traveled in the project area compared to existing conditions should be considered to have a less than significant transportation impact. Due to the nature of the proposed digital billboard, there will not be any change in the traffic distribution over that which presently exists. The only vehicle trips that will be generated will be those necessary for installation over an approximate 20 day period for the electronic sign, and those necessary for periodic maintenance during operations. *As a result, no impacts would occur.*

C. *Would the project substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)? ● Less than Significant Impact.*

The new electronic signs would not require the alteration or construction of roadways, thus eliminating the impacts related to sharp curves or dangerous intersections. The existing configuration of the existing roadways will not change. The two *new* issue areas of specific concern include driver distraction and increased light and glare. Studies have demonstrated that nearly one-fourth of motor vehicle accidents may be attributed to distracted drivers where their eyes are off the forward roadway line-of-sight for a period of greater than two seconds. Nearly 80% of the crashes and 65% of near crashes were caused by distractions that made the driver look away for up to three seconds. It is very important to note that sources of distractions are numerous and include cellular phone use, internal vehicle controls, audio controls, and the various computer display systems now available in most new vehicles. Many states have laws against texting, talking on a cell phone, and other distractions while driving.

A team from the New England University Transportation Center and the Massachusetts Institute of Technology recently addressed the relationship between the attention-grabbing nature of digital billboards and driver distraction in *Accident Analysis and Prevention*. The researchers involved in the preparation of this article explained that the flashing lights in ad-rotating digital billboards may be enough to evoke "obligatory shifts of covert visual attention" due to automatic, sensory reactions that take less than 100 milliseconds.

One of the most widely cited study was published in 2013 in Sweden. The Swedish Transport Administration had approved the installation of twelve electronic billboards for a trial period along a major heavily traveled roadway located in central Stockholm, Sweden. The purpose of this study was to provide a quantifiable measure of the effect of these electronic billboards on visual behavior and driving performance. The study concluded that drivers had a significantly longer dwell time, a greater number of fixations, and longer maximum fixation duration when driving past an electronic billboard compared to the other signs on similar roadway segments. No differences were found for the factors between the daytime and nighttime periods and no effect was found for the driving behavior data. The study concluded that the electronic billboards have an effect on gaze behavior by attracting more and longer glances than regular traffic signs. Whether the electronic billboards attract too much attention and constitute a traffic safety hazard cannot be answered conclusively based on the present data.[42]

In 2013, the Federal Highway Administration (FHWA) issued the results of its digital billboard safety study, concluding that they were not a danger to traffic safety. The study employed eye tracking equipment to determine how long drivers took their eyes off the road when in the presence of digital billboards. The FHWA study concluded that the longest fixation to a digital billboard was 1.34 seconds, and to a standard billboard it was 1.28 seconds, both of which are well below the accepted standard (according to the National Highway Traffic Safety Administration, the accepted standard is 2 seconds). The FHWA study concluded that there was not any conclusive evidence that digital billboards presented a significant distraction to drivers. In accordance with the City's Municipal Code 18.46.060 Operational Requirements, the digital billboard shall incorporate the following requirements:

1. No digital billboard shall display any statement or words of an obscene, indecent, or immoral character, as that phrase is used in Business and professions Code Section 5402 and judicial decisions interpreting the same.
2. Each digital billboard shall be connected to the National Emergency Network and provide emergency information, including child abduction alerts (i.e., "Amber Alerts"), in accordance with local and regional first responder protocols.
3. Digital billboard operating requirements:
    a. Each static message shall not include flashing lights or the varying of light intensity.
    b. Minimum display time. Each message shall be displayed for a minimum of four seconds.
    c. Digital billboards shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter, at a pre-set distance as set forth under this section.
    d. Pre-set distances to measure the foot candles impact vary with the expected viewing distances of each size sign and shall comply with the following:

Table 3-4 Digital Billboard Foot Candle Distances

Face Size	Distance to Point of Measure
12' x 25'	150'
10'6" x 36'	200'
14' x 48'	250'
20' x 60'	350'

Source: City of Pico Rivera Code of Ordinances Section 18.46.060

[42] Traffic Inj Prev., 2013; 14(5):469-76. doi: 10.1080/15389588.2012.731546. *Effects of Electronic Billboards on Driver Distraction.* Dukic T, Ahlstrom C, Patten C, Kettwich C, Kircher K.

e. Each digital billboard shall have a light sensing device that will automatically adjust the brightness as ambient light conditions change.

4. Each digital billboard shall be designed and operated with systems and monitoring in place to either turn the display off or show full black screen in the event of a malfunction.
5. Walls or screens at the base of the digital billboard or other support structures shall not create a hazard to public safety or provide an attractive nuisance and shall be continually maintained free from graffiti.
6. Digital billboards shall not be operated in such a fashion as to constitute a hazard to safe and efficient operation of vehicles on streets or freeways and shall comply with all applicable local, state, and federal laws and regulations. Digital billboards operating in accordance with the operating criteria in subsection (D)(3) above shall be deemed to be in compliance with this subsection.
7. Digital billboards shall not simulate or imitate any directional, warning, danger, or information sign, or any other display likely to be mistaken for any permitted sign intended or likely to be construed as giving warning to traffic, for example using such words or phrases as "stop" or "slow down."
8. Digital billboards shall not incorporate or involve any red or blinking or intermittent lighting that may be mistaken for warning or danger signals nor shall its illumination impair the vision of travelers on the adjacent freeway and for roadways.
9. Digital billboards shall be operated and maintained in compliance with Business and Professions Code Section 5403.

The aforementioned requirements for the digital billboard would reduce the potential impacts to levels that are less than significant.

D. *Would the project result in inadequate emergency access? ● No Impact.*

The proposed project would not affect emergency access to any adjacent parcels. At no time will any local streets or parcels be completely closed to traffic. The installation of the electronic signs would require the use of drilling rigs for excavation of the dirt and cranes for the placement of the electronic sign. However, the installation would occur within the concrete parking lot outside of the public right-of-way. As a result, the proposed project's implementation will not result in any impacts.

3.17.3 CUMULATIVE IMPACTS

The future development contemplated as part of the proposed project's implementation will not result in any significant traffic generation in the area. As a result, no cumulative impacts are anticipated.

3.17.4 MITIGATION MEASURES

The analysis of potential impacts related to traffic and circulation indicated that no mitigation was required.

3.18 TRIBAL CULTURAL RESOURCES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is:				✖
i) Would the project have listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1(k), or				✖
ii). Would the project have resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resource Code Section 5024.1 In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American.				✖

3.18.1 THRESHOLDS OF SIGNIFICANCE

A project will normally have a significant adverse impact on tribal cultural resources if it results in any of the following:

- The proposed project would cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1(k).

- The proposed project would cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is a resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1? In applying the criteria set forth in subdivision (c) of Public Resources Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe.

3.18.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American Tribe, and that is: No Impact.*

A Tribal Resource is defined in Public Resources Code section 21074 and includes the following:

- Sites, features, places, cultural landscapes, sacred places, and objects with cultural value to a California Native American tribe that are either of the following: included or determined to be eligible for inclusion in the California Register of Historical Resources or included in a local register of historical resources as defined in subdivision (k) of Section 5020.1.
- A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Section 5024.1. In applying the criteria set forth in subdivision (c) of Section 5024.1 for the purposes of this paragraph, the lead agency shall consider the significance of the resource to a California Native American tribe.
- A cultural landscape that meets the criteria of subdivision (a) is a tribal cultural resource to the extent that the landscape is geographically defined in terms of the size and scope of the landscape.
- A historical resource described in Section 21084.1, a unique archaeological resource as defined in subdivision (g) of Section 21083.2, or a "non-unique archaeological resource" as defined in subdivision (h) of Section 21083.2 may also be a tribal cultural resource if it conforms to the criteria of subdivision (a).

The project site recently completed the construction of an industrial warehouse, with the site paved with concrete. This newly constructed cross-dock distribution facility includes 61 dock high truck doors as well as 53 on-site trailer and 20 truck tractor parking. The digital billboard would be located at the southwest corner of the building near Baybar Road. *Due to the recent full development of the industrial facility and concrete paving of site, no impacts would occur.*

i). *Would the listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1(k). ● No Impact*

Sites, features, places, cultural landscapes, sacred places, and objects with cultural value to a California Native American tribe that are either of the following: included or determined to be eligible for inclusion in the California Register of Historical Resources or included in a local register of historical resources as defined in subdivision (k) of Section 5020.1. The project site is already developed as an industrial facility and is not listed in the Register, therefore there will be no impact.

ii). *Would the project have a resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resource Code Section 5024.1 In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American Tribe? ● No Impact.*

The project site recently completed the construction of an industrial warehouse, with the site paved with concrete. This newly constructed cross-dock distribution facility includes 61 dock high truck doors as well as 53 on-site trailer and 20 truck tractor parking. There were no resources considered to be significant on the project site. As a result, no impacts would occur.

3.18.3 CUMULATIVE IMPACTS

The future development contemplated as part of the proposed project's implementation will not result in any increased tribal/cultural resources impacts in the area. As a result, no cumulative impacts are anticipated.

3.18.4 MITIGATION MEASURES

The analysis of potential impacts related to tribal cultural resources indicated that no mitigation was required.

3.19 UTILITIES AND SERVICE SYSTEMS

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project require or result in the relocation or construction of new or expanded water, wastewater treatment or stormwater drainage, electric power, natural gas, or telecommunications facilities, the construction or relocation of which could cause significant environmental effects?				✖
B. Would the project have sufficient water supplies available to serve the project and reasonably foreseeable future development during normal, dry, and multiple dry years?				✖
C. Would the project result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?				✖
D. Would the project generate solid waste in excess of State or local standards, or in excess of the capacity of local infrastructure, or otherwise impair the attainment of solid waste reduction goals?				✖
E. Would the project comply with Federal, State, and local management and reduction statutes and regulations related to solid waste?				✖

3.19.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant adverse impact on utilities if it results in any of the following:

- An exceedance of the wastewater treatment requirements of the applicable Regional Water Quality Control Board;

- The construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental impacts;
- The construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects;
- An overcapacity of the storm drain system causing area flooding;
- A determination by the wastewater treatment provider that serves or may serve the project that it has inadequate capacity to serve the project's projected demand;
- The project will be served by a landfill with insufficient permitted capacity to accommodate the project's solid waste disposal needs;
- Non-compliance with Federal, State, and local statutes and regulations relative to solid waste;
- A need for new systems, or substantial alterations in power or natural gas facilities; or,
- A need for new systems, or substantial alterations in communications systems.

3.19.2 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board? ● No Impact.*

Due to the nature of the proposed project, the digital billboard will not require water, wastewater treatment, stormwater drainage, natural gas or telecommunication facilities. As previously mentioned in Section 3.6 (Energy), the proposed electronic signs would be constructed pursuant to current electrical codes, including Title 24 of the State Building Code. The installation of the digital billboard would not result in excessive energy consumption because the materials used in the construction of digital billboard are manufactured off-site and the digital sign will be installed over an approximate 20 day period. The digital billboard would require electrical connections but will not require the relocation or construction of new or expanded electric power facilities. *As a result, no impacts would result.*

B. *Would the project require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental impacts? ● No Impact.*

The installation and operation of the electronic signs would not involve any uses or activities that would result in the consumption of any water. The installation of the electronic sign would not require the installation of landscaping and therefore will not require water for landscaping. *As a result, no impacts will occur.*

C. *Would the project require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects? ● No Impact.*

The proposed project would not involve any uses or activities that would result in the generation of wastewater. *As a result, no impacts would occur.*

D. *Would the project be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs? ● No Impact.*

The proposed project would not involve any uses or activities that would result in the generation of solid waste. *As a result, no impacts would occur.*

E. *Would the project comply with Federal, State, and local statutes and regulations related to solid waste? ● No Impact.*

As stated above, the proposed project would not involve any uses or activities that would result in the generation of solid waste. *As a result, no impacts would occur.*

3.19.3 CUMULATIVE IMPACTS

The potential impacts related to water line and sewer line capacities are site specific and none would be used. Furthermore, the analysis herein also determined that the proposed project would not result in any significant adverse impact on local utilities.

3.19.4 MITIGATION MEASURES

The analysis of utilities impacts indicated that no significant adverse impacts would result from the proposed project's approval and subsequent implementation. As a result, no mitigation is required.

3.20 WILDFIRE

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Would the project substantially impair an adopted emergency response plan or emergency evacuation plan?				✖
B. Would the project due to slope, prevailing winds, and other factors, exacerbate wildfire risks, and thereby expose project occupants to pollutant concentrations from a wildfire or the uncontrolled spread of a wildfire?				✖
C. Would the project require the installation or maintenance of associated infrastructure (such as roads, fuel breaks, emergency water sources, power lines, or other utilities) that may exacerbate fire risk or that may result in temporary or ongoing impacts to the environment?				✖
D. Would the project expose people or structures to significant risks, including downslope or downstream flooding or landslides, as a result of runoff, post-fire slope instability, or drainage changes?				✖

3.20.1 THRESHOLDS OF SIGNIFICANCE

A project may be deemed to have a significant adverse impact on wildfire if it results in any of the following:

- The proposed project would, if located in or near state responsibility areas or lands classified as very high fire hazard severity zones, substantially impair an adopted emergency response plan or emergency evacuation plan.

- The proposed project would, if located in or near state responsibility areas or lands classified as very high fire hazard severity zones, due to slope, prevailing winds, and other factors, exacerbate wildfire risks, and thereby expose project occupants to, pollutant concentrations from a wildfire or the uncontrolled spread of a wildfire.

- The proposed project would, if located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project require the installation or maintenance of associated infrastructure (such as roads, fuel breaks, emergency water sources, power lines or other utilities) that may exacerbate fire risk or that may result in temporary or ongoing impacts to the environment.

- The proposed project would, if located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project expose people or structures to significant risks, including downslope or downstream flooding or landslides, as a result of runoff, post-fire slope instability, or drainage changes.

ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project substantially impair an adopted emergency response plan or emergency evacuation plan? ● No Impact.*

The proposed project would not involve the closure or alteration of any existing evacuation routes that would be important in the event of a wildfire. At no time during construction will adjacent streets be completely closed to traffic. All construction staging must occur on-site. *As a result, no impacts would occur.*

B. *Would the project due to slope, prevailing winds, and other factors, exacerbate wildfire risks, and thereby expose project occupants to pollutant concentrations from a wildfire or the uncontrolled spread of a wildfire? ● No Impact.*

The project site is located in the midst of an urbanized zoned area. However, the potential impacts would not be exclusive to the project site since criteria pollutant emissions from wildland fires may affect the entire City as well as the surrounding cities and unincorporated county areas. *As a result, no impacts would occur.*

C. *Would the project require the installation or maintenance of associated infrastructure (such as roads, fuel breaks, emergency water sources, power lines, or other utilities) that may exacerbate fire risk or that may result in temporary or ongoing impacts to the environment? ● No Impact.*

The proposed electronic sign would not change the urban character of the installation site. The project site has an on-site fire hydrant pursuant to the standards of the Los Angeles County Fire Department. *As a result, no impacts will occur.*

D. *Would the project expose people or structures to significant risks, including downslope or downstream flooding or landslides, as a result of runoff, post-fire slope instability, or drainage changes? ● No Impact.*

The proposed project site is located within an area classified as urban and is not within a high fire risk and local responsibility area. Therefore, the project will not expose the future project site to flooding or landslides facilitated by runoff flowing down barren and charred slopes. *As a result, no impacts would occur.*

3.20.3 CUMULATIVE IMPACTS

The analysis herein also determined that the proposed project would not result in any significant adverse impact on wildfires. As a result, no cumulative impacts on utilities will occur.

3.20.4 MITIGATION MEASURES

The analysis of wildfires impacts indicated that less than significant impacts would result from the proposed project's approval and subsequent implementation. As a result, no mitigation is required.

3.21 MANDATORY FINDINGS OF SIGNIFICANCE

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact with Mitigation	Less Than Significant Impact	No Impact
A. Does the project have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?				✖
B. Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)				✖
C. Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?				✖

The following findings can be made regarding the Mandatory Findings of Significance set forth in Section 15065 of the CEQA Guidelines based on the results of this environmental assessment:

- The proposed project *will not* have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory.

As indicated in Section 3.1 through 3.20, the proposed project will not result in any significant unmitigable environmental impacts.

- The proposed project *will not* have impacts that are individually limited, but cumulatively considerable. The proposed project is relatively small and the attendant environmental impacts will not lead to a cumulatively significant impact on any of the issues analyzed herein.
- The proposed project *will not* have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly. As indicated in Section 3.1 through 3.20, the proposed project will not result in any significant unmitigable environmental impacts.

SECTION 4 CONCLUSIONS

4.1 FINDINGS

The Initial Study determined that the proposed project is not expected to have significant adverse environmental impacts, with the implementation of the mitigation measures. The following findings can be made regarding the Mandatory Findings of Significance set forth in Section 15065 of the CEQA Guidelines based on the results of this Initial Study:

- The proposed project *will not* have the potential to degrade the quality of the environment, with the implementation of the mitigation measures included herein.

- The proposed project *will not* have the potential to achieve short term goals to the disadvantage of long-term environmental goals, with the implementation of the mitigation measures referenced herein.

- The proposed project *will not* have impacts that are individually limited, but cumulatively considerable, when considering planned or proposed development in the immediate vicinity, with the implementation of the mitigation measures contained herein.

- The proposed project *will not* have environmental effects that will adversely affect humans, either directly or indirectly, with the implementation of the mitigation measures contained herein.

In accordance with the requirements of Section 21081(a) and 21081.6 of the Public Resources Code, the City of Pico Rivera can make the following additional finding:

- A Mitigation Reporting and Monitoring Program *will not* be required; and,

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SECTION 5 REFERENCES

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5.2 REFERENCES

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